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ABSTRACT

Proceedings of the 1987 Development Conference of Pittsburg State University, Kansas, are presented. The conference reported on the private support program for fiscal year (FY) 1986-1987 and evaluated national development trends and comparisons with peer institutions. Goals of the private support program for 1987-1988 were also reviewed. Contents include the following papers and authors: introduction (Joseph G. Smoot); "A View of Pittsburg State University's Development Program from Little Rock" (Wayne Davenport); "An Overview of FY 1987 Development Activities: The Annual Fund and the Campaign for Distinction" (J. Smoot); "Office of Alumni Affairs Support" (Kenneth W. Bateman); "Office of Public Affairs and Information Support" (Ellen Carter); and "Faculty Research Funding" (Doris Bergen). Appendices include: a listing of the total dollars raised, enrollments, and dollars per student for public comprehensive institutions reporting to the Council for Aid to Education for FY 1986; information on Pittsburg State University's annual fund and the capital campaign; dollar amounts of corporate contributions to the university; a list of business contributors; list of bequests to the university; information on the 1987 phonothon; and an account of efforts to start a public radio station at the university. (SW)

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Pittsburg State University

SHAPING THE FUTURE

TARGET '88

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Development Report 1986-1987

Development Plans 1987-1988

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TARGET 88

SHAPING THE FUTURE

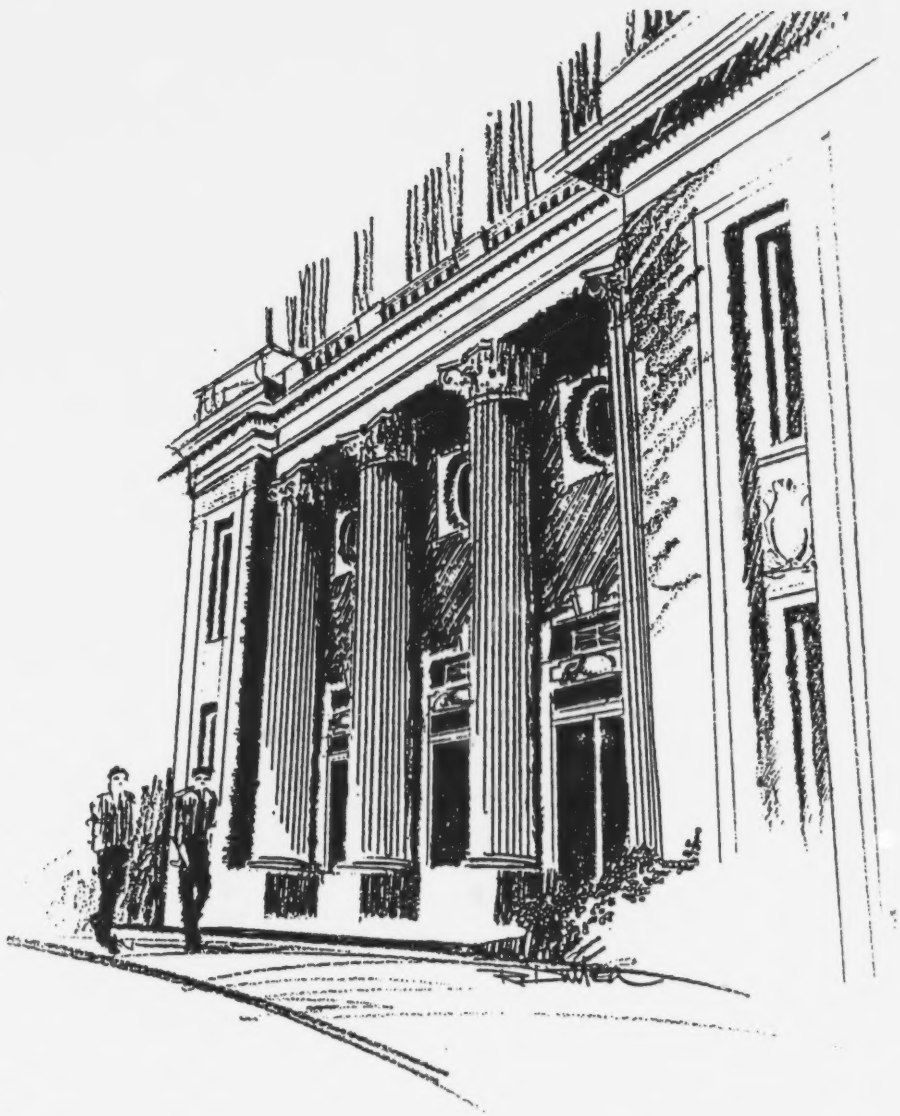
DEVELOPMENT REPORT FOR 1986-1987

DEVELOPMENT PLANS FOR 1987-1988

PITTSBURG STATE UNIVERSITY

PITTSBURG, KANSAS

PITTSBURG STATE UNIVERSITY



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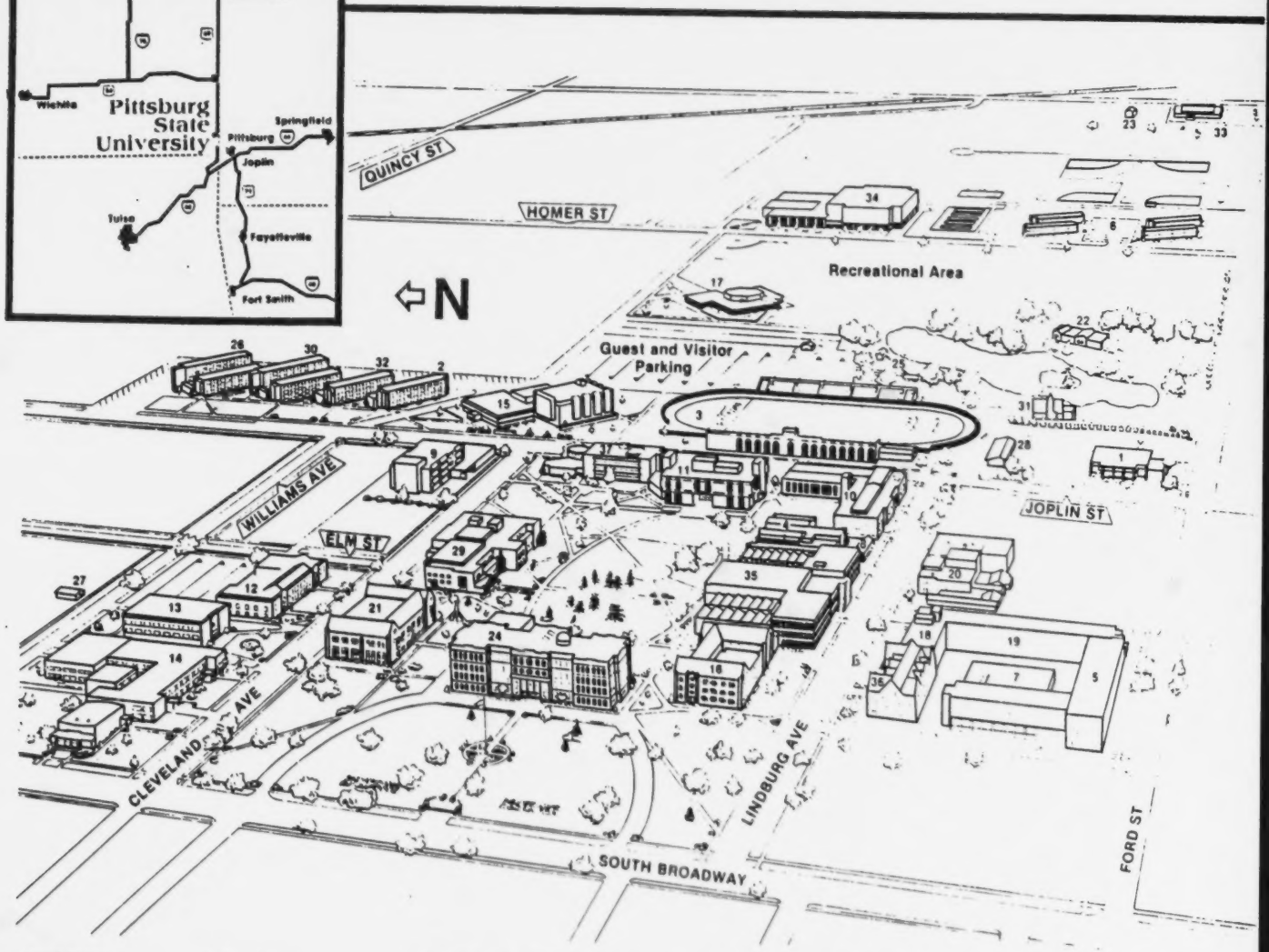

1. Alumni Center
2. Bowen Hall
3. Brandenburg Stadium
4. Chandler Hall
5. Dellinger Hall
6. East Campus Apartments
7. Gibson Dining Hall
8. Greenhouse
9. Grubbs Hall
10. Hartman Hall
11. Heckert-Wells Hall
12. Horace Mann Building
13. Hughes Hall
14. Gladys A. Kelce Center for Business and Economic Development
15. Axe Library/Bookstore
16. McGray Hall
17. McPherson Nurse Education Building
18. Mitchell Hall
19. Nation Hall
20. Physical Plant/Post Office
21. Porter Hall
22. President's Home
23. Rouse House
24. Russ Hall
25. Shelter Houses
26. Shirk Hall
27. Speech Clinic
28. Student Health Center
29. Student Union
30. Tanner Hall
31. Timmons Chapel
32. Trout Hall
33. Vocational Technical Institute
34. Weede Physical Education Building
35. Whitesitt Hall
36. Willard Hall
37. Yates Hall

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PITTSBURG STATE UNIVERSITY

CECIL AND EVA C. WILKINSON ALUMNI CENTER

ANNUAL DEVELOPMENT CONFERENCE

Wednesday, August 19, 1987

8:30 A.M. - 1:00 P.M.

Introductory Remarks	Donald W. Wilson
Keynote Address A View of Pittsburg State's Development Program from Little Rock, Arkansas	Wayne Davenport
Development Achievements For FY 1987	Joseph G. Smoot Rex W. Crowley J. Kelly Yenser
Faculty Research Funding	Doris Bergen
Alumni Relations Support for Development	Kenneth W. Bateman Ralf Thomas
Public Affairs and Information Support for Development	Ellen Carter

LUNCHEON SERVED AT NOON

INTRODUCTION

The fourth Annual Development Conference convened on August 19, 1987, in the Board of Trustees Room of the Cecil and Eva C. Wilkinson Alumni Center on the campus of Pittsburg State University. Those who attended included University vice-presidents, academic deans, members of the faculty development advisory committee, development staff, and a few other selected individuals. President Donald W. Wilson presided.

Wayne Davenport brought a unique perspective to the Conference having served as Director of Public Affairs and Information at Pittsburg State University until 1986, and for the past year, as Director of Development at the University of Arkansas at Little Rock. The development report differed from those of previous years in that it consisted of one paper that reviewed general aspects of development and then focused on the Annual Fund and the Capital Campaign. Reports of support provided to the development program by the Office of Alumni Affairs and the Office of Public Affairs and Information revealed how these two areas of the Division of Development and Public Relations work together with the Office of Development for a common purpose.

The Annual Development Conference continues to serve the University well as a forum to discuss the University's

private support program. The central purpose of the Conference is to report on the program for the previous fiscal year and to evaluate it in terms of national development trends and comparisons with peer institutions. The Conference also provides an opportunity for the leaders of the University to review the goals of the private support program for the next fiscal year. This planning effort naturally permits the University to coordinate its private fund-raising efforts with its over-all goals and objectives as determined in the University-wide planning process.

Pittsburg State University has been engaged in securing private support for thirty-six years since the Endowment Association was organized in 1951. The Division of Development and Public Relations came into being three years ago in the summer of 1984. For the past three years (Fiscal Years, 1985, 1986, 1987), the University has reported on its development program to the Council For Aid To Education (CFAE). Slightly more than one-third of the public comprehensive colleges and universities that are members of the American Association of State Colleges and Universities report to CFAE. Pittsburg State University has determined to build a strong division of development within the University to obtain significant private support to advance its educational mission as a high-quality regional state university.

On June 26, 1987, the Kansas Board of Regents adopted the following statement on the relationship between public and private support at Pittsburg State University.

Among public universities in the United States, a prominent and distinguishing feature separating the good from the very best is the added enhancement derived from the relationship between state and private financial support. To be sure, Pittsburg State University cannot hope to sustain enduring quality absent a forthright and continuing commitment of public tax funds to meet its primary objectives of instruction, research and service. State institutions owe their creation to the people of the state in which they are located and, as such, are intended to benefit the intellectual, social, cultural and economic well-being for now and future generations. At the same time numerous distinctions earned by Pittsburg State University have come as a direct result of thoughtful generosity provided by private donors. This University would likely be a mere shadow of its present self were it not for the caring spirit exemplified through a long history of private giving.

In recent years, levels of state support for public higher education have been directly impacted by persistent recessions and lackluster activity in the Kansas economy. Although a return to prosperity is at the forefront of every Kansans' agenda, economic volatility will likely be a recurring feature as we chart our future course. With this in mind, Pittsburg State University has initiated bold and intensive campaigns to garner financial support from private donors. It is the intention of the University and The Kansas Board of Regents that these private sector fund-raising efforts be applied to secure the highest level of academic achievement while lifting the collective aspirations of the entire academic community. In no event, whatsoever, shall these funds ever replace customary levels of public funding for such programs. Furthermore, it is the objective of the Board of Regents to maintain and eventually improve state financial strengthening efforts to increase private donor giving worthy of a pre-eminent place in American higher education for the institution. Above all else, private giving must not interfere with nor jeopardize a fundamental state responsibility to preserve and protect the numerous distinctions already earned by this University. Through the support of both the public and private sectors, Pittsburg State University is poised to reap substantial gain for the benefit of the future of this Great State.

Indeed, the most important objective of Pittsburg State University's development program is to provide funding

beyond the state support in order to distinguish the University among its peers in the United States. The theme for the University's development program for FY 1988 is Target 88: Pittsburg State University Shaping The Future. The theme signifies that 1988 is the 85th year of continuous operation for Pittsburg State University since the institution was founded in 1903. Based on the solid achievements of a creditable institution of higher education, the University intends to help our society Shape The Future of human life and thought in the world. That worthy ideal provides a challenge to the private donor to assist the University in fulfilling its global mission.

Joseph G. Smoot
Vice-President For Development

A VIEW OF PITTSBURG STATE UNIVERSITY'S DEVELOPMENT PROGRAM FROM LITTLE ROCK

By

Wayne Davenport
Director of Development
University of Arkansas at Little Rock

O. Henry wrote that, "You can't appreciate home till you've left it, money till it's spent . . . ."

This was my home for more than seven years, of course, and my appreciation has grown.

And in the development business, we know that someone else spends the money. Our appreciation begins when the checks clear the bank!

I was, to be honest, almost dumbfounded when asked to be here today. But after taking a moment to regroup my thoughts, I realized what an opportunity this is in my service and in my professional development.

Grady suggested that I share perspectives about PSU's development program from Little Rock. That is my major purpose today, with one enhancement. What I share reflects my UALR experience and my involvement within the University of Arkansas system which includes the Hogs, a little pun intended, down in Fayetteville.

I will be sharing perspectives about PSU in five areas:

- Your Newest Bottom Line
- Important Donor-related Initiatives
- Other External-related Assets
- Important Initiatives That Have Been Taken Within the University

And then I will outline opportunities and challenges for your program.

Few, if any, topics will be new to most of this group, and all my comments are intended to reinforce your collective good works.

Grady [Joseph G. Smoot, Vice-President for Development] also asked that I share some details about UALR's development program. I will do that very briefly in conclusion.

YOUR NEWEST BOTTOM LINE -- PRIVATE SUPPORT IN FY 1987

As you know, Pittsburg State experienced an overall FY 1987 increase of 51.9% to a total of nearly $2.1 million. This includes a 262% increase in endowment contributions, up more than $750,000 from FY 1986 and an 8.7% increase in capital contributions, up to a total of more than $625,000.

Very, very nice! Particularly in light of the fact that no outside consulting firm or resident campaign director has been involved in the Campaign for Distinction. And remember, too, that there is more to come in during the months ahead because of what was accomplished in 1987. Nearly $500,000 in pledges remain for Athletics, and another $150,000 is being actively sought. Pledges of more than

$500,000 remain for Business. Another $300,000 is being pursued for the radio station.

All of these bottom-line accomplishments are impressive for Pittsburg State.

MY PERSPECTIVES ABOUT SEVERAL IMPORTANT DONOR-RELATED INITIATIVES

First, I want to underscore the value of PSU's past -- some of the historian in Grady truly rubbed off on me. In my opinion, one major initiative was the establishment of the Endowment Association in 1951 -- the formal initiation of development efforts 36 years ago. It was an important step.

Add to this the establishment of the Alumni Foundation in 1970 and the subsequent advent of the Annual Fund program. Additional modest beginnings that were important.

And then came Rex Crowley in 1978, a massive alumni data-base effort under Ken Bateman's direction in the early 1980's, Don Wilson in 1983, and Grady Smoot in 1984.

The next critical initiative became effective on July 1, 1985, with the merging of missions into the Pittsburg State University Foundation.

This history, this tradition, these factors are powerful assets today! And Pittsburg State's fiscal 1987 bottom line is yet another important step in leveraging your fundraising potential.

Within this historical framework, PSU has also communicated increasingly with its alumni, donors, and other constituents.

Your campaign- and school-related communication initiatives are to be applauded. The new School of Education newsletter serves as a prime example.

Donor recognition in your communication, by the way, has been of great value to the bottom line.

In recent years the University has expanded and enhanced its Advisory Boards, yet another positive form of outreach and communication.

And have you looked at the chart on planned giving. The line is slanted sharply upward, and it will continue to go up and up.

SEVERAL OTHER EXTERNAL-RELATED ASSETS

While these donor-related initiatives have produced the most direct benefits, two additional external-related assets stand out very clearly from my perspectives.

The first relates to economic development. Whether through Pittsburg NOW!, the Kelce School of Business and Economics, or the reorganized efforts of Richard Hay -- what PSU has done, what it is doing, and where future economic development efforts are going cannot be overemphasized or reinforced enough.

The second and markedly successful external-related asset involves marketing and its implications for institutional advancement and enrollment management. If

anyone here continues to scoff at the use of marketing as a fundamental management approach, I strongly encourage you to learn more about its principles -- marketing is really no more than good management.

IMPORTANT INITIATIVES TAKEN WITHIN THE UNIVERSITY

One of the most critical internal "processes" and initiatives began in 1977, when Kansas State College of Pittsburg became Pittsburg State University -- and the process of "becoming" a university began.

And now remember Jim Appleberry, Jim Gilbert -- a very powerful influence in the maturational process, and Don Wilson . . . .

Just prior to 1977 and ever since, PSU has been in the meet and confer process. This, too, from many perspectives, has been pivitol. In good measure this institution is more of a university because of meet and confer.

Other important initiatives include grantsmanship and the related training and mentoring programs, as well as the coordinated, or should I say "controlled", decentralization of fundraising through the schools and departments, particularly in the Campaign for Distinction.

AND NOW, THE MAJOR OPPORTUNITIES AND CHALLENGES FROM MY PERSPECTIVES

The "Golden Rule" has exceptional applications in fundraising.

First, he who hath the gold rules! The more alumni, businesses and corporations which become involved with the

University, the more committed they will become. This is the golden opportunity.

The golden challenge is to be able to respond immediately to external leadership and to have the capabilities to meet real needs. This involves making a commitment to positive change and to focus the "ownership" of external leaders in productive ways.

My second perspective about the Golden Rule applies to the traditional "do unto others" version. Don Wilson holds integrity above all other characteristics, as many of us do.

I encourage everyone to deal always openly and honestly with those who have the gold. Diplomacy is part of this, but even white lies are not appropriate, lest you compromise yourself, the trust your leadership places in you and the integrity of Pittsburg State.

In my opinion there are three additional factors which challenge PSU. They are location, location and location.

With a few exceptions, he/she who hath the gold lives in Kansas City, Wichita and Tulsa -- or he/she is isolated in hundreds of small towns far away. Few of these alumni, entrepreneurs, or corporations will come here, while you can and must increasingly go to them. This is a real challenge for a small staff, but it is one which is of ongoing importance.

And now, back to where I began my perspectives -- the bottom line and the challenges I see in it.

Historically, a great deal of Pittsburg State's giving has come through gifts-in-kind. These are very valuable resources indeed, but they aren't checks which clear the bank and cash which deans, department chairs, and faculty can spend. The challenge is to seek and raise more gold, as well as gift-in-kind resources.

Related to this, the cash flow for current operations decreased in FY '87 by 19.5%, down to $399,000 from the '86 total of $496,000.

Gifts for current operations -- the Annual Fund -- often increase during capital and endowment campaigns. Addressing the Annual Fund challenge may well be the most important one before you.

AND TO CONCLUDE -- SOME PERSPECTIVES ABOUT OUR DEVELOPMENT PROGRAM

UALR was one year ahead of PSU with a capital campaign -- a specialized effort for its School of Engineering Technology. Gift receipts in fiscal 1986, the year before I even set foot in Little Rock, went up more than 50% from $770,000 to more than $1.1 million.

Despite this fact, you would find it startling to know what was not in place on September 2, 1986, when I joined the University. As an example, our office's "first year" charge was to initiate an Annual Fund program and to solidify the office staff.

By His grace and the years of dedicated teaching by the faculty, I'm pleased to have been involved in bringing

another increase in private giving to UALR. Our FY 1987 private support increased 30.5% to a total of more than $1,460,000.

Our goal this year is to increase that by 30% to more than $2 million.

I love being here. We miss you tremendously. And thank you for this special privilege.

ADVANCING THE COMMITMENT II

DEVELOPMENT ACHIEVEMENTS AT PITTSBURG STATE UNIVERSITY

FOR FISCAL YEAR 1987

AN OVERVIEW OF FY 1987 DEVELOPMENT ACTIVITIES

Report for FY 1986-1987

Fiscal Year 1987 will be remembered in Development terms as the first year Pittsburg State University topped $2 million in private support. Credit for that major accomplishment belongs first to the thousands of donors who believe in Pitt State, to the University Foundation members and trustees, to the several hundred volunteers who give of their time to help raise funds, to President Donald Wilson, and to all who support him in the objective of increasing private support for the University's educational programs.

A year ago, this FY 1987 performance would have ranked PSU thirty-second in the country among regional state colleges and universities reporting to the Council on Financial Aid to Education (CFAE) for FY 1986. Most of those ranked higher than Pittsburg State University are institutions with larger enrollments, and for the most part, located in urban areas with greater access to broader

corporate and foundation support in addition to a larger alumni group. Hopefully, the FY 1987 total will rank Pittsburg State University in the top thirty CFAE peer colleges and universities (public comprehensive colleges and universities). Comparisons are rather difficult to make at best using CFAE reports for they are always a year late. Thus, PSU's FY 1987 performance cannot be compared with peer institutions until the summer of 1988 when the CFAE report for FY 1987 appears.

Because CFAE distributed their report for FY 1986, after the PSU Annual Development Conference meeting, comparative analysis was not possible for presentations at that meeting. Such a comparison has been prepared for this final report.

In Appendix II, 130 CFAE public comprehensive institutions are listed alphabetically and ranked according to Total Dollars Raised, Dollars Raised Per Student, and Enrollment for FY 1986. Pittsburg State University reported $1,360,730 raised for FY 1986. This gave the University a comparative ranking of 50th (top 38 percent) among the 130 institutions. In analyzing the dollars raised per student, Pittsburg State University ranked 20th (top 15 percent) among the 130 institutions. In total enrollment, Pittsburg State University ranked 96th among the 130 institutions. Of the institutions ranked above Pitt State's 50th position in total Dollars Raised, three had a smaller enrollment than

Pitt State while 39 were at least twice as large with a number of these three, four or more times as large as PSU.

Pittsburg State University has formally selected six peer regional public universities for comparative purposes with respect to state funding. These universities, located in all parts of the United States, serve as peer institutions because they have similar programs to those at Pitt State. The peer universities are Northern Arizona University, Western Carolina University, Murray State University, Eastern New Mexico University, Central Oklahoma University, and Eastern Washington University. Three of these Universities (Northern Arizona, Western Carolina, and Murray State) report to the Council For Aid To Education. For FY 1986, the record of these universities reveals that two of the three (Northern Arizona and Murray State) raised more funds than Pittsburg State University. All three are larger in enrollment. Pittsburg State University, however, raised more dollars per student than any these three universities. Pitt State's $253.91 per student exceeds Northern Arizona's $228.42, Murray State's $213.24, and Western Carolina's $198,84 by a significant margin in measuring the impact of the resources on the institution.

Resource development for American higher education has become one of the most significant occurrences in recent years. Regular sources of support, whether from sponsoring organizations, tax dollars, or endowment income, have not been able to do much more than keep funding at a status-quo

level. Some slippage has occurred perhaps more in the private sector than in the public with the support uneven in both areas. Some private and public institutions have fared rather well, others have not.

The Development Report for Fiscal Year 1987 will be presented in a different format than for the past three years. All Development activities at Pittsburg State University are now focused on two major efforts. These are the Annual Fund and the Capital Campaign called the Campaign For Distinction. The Office of Development has prepared a statement that describes how these two programs actually function (See Appendix III).

The Annual Fund is sub-divided into the University Fund and the Athletic Fund. For the University Fund, the Development Office conducts a Community Drive in November (includes campaigns for faculty and staff as well as for the community), a Direct Mail effort with three basic mailings, and the Phonothon occurring in February and March. The Department of Music's annual appeal is also included in the the Annual Fund. The Athletic Fund receives support from a spring Community Drive, special solicitation of lettermen, booster clubs, the annual Gorilla Golf Day, and other special fund-raising efforts.

The first full year of the Campaign For Distinction has now been completed and the results are gratifying. Of the seven areas of the Campaign, three areas, business, athletics, and the radio station, were emphasized in FY 1987

with considerable success while music had a good showing. Other segments of the Campaign will be emphasized in the current fiscal year.

The following table gives the total gifts to Pittsburg State University for the past eight years by gift types. The three types are current, endowment, and in-kind gifts. It should be noted that current funds provide support for student scholarships, faculty research and professional development, equipment, and other departmental needs that can only be met through private funds. Endowment reserves include both permanent and quasi-endowment accounts. In-kind gifts have largely gone to the School of Technology and Applied Science. It would be difficult to imagine how the faculty in this school could offer its programs without having developed this substantial equipment support.

TABLE 1
TOTAL PRIVATE FUNDS RECEIVED

Fiscal Year	Total Gifts	Current	Endowment	In-Kind
1980	$ 411,315	$ 241,647	$ 147,207	$ 22,461
1981	603,675	165,112	345,274	91,289
1982	1,106,388	181,338	767,969	157,081
1983	495,316	266,512	178,885	49,919
1984	889,451	311,904	121,002	456,515
1985	1,329,986	344,664	501,133	484,189
1986	1,360,730	496,345	287,308	577,077
1987	2,067,069	399,643	1,040,090	627,336

The following table gives the source of the cash funds received in fiscal years 1986 and 1987. These categories have been established by the Council on Financial Aid to Education. It should be noted that actual cash receipts increased from $728,771 to $1,386,523. This 47.4 percent increase gave the University an additional $657,752 to spend on various projects.

TABLE 2
SOURCE OF PRIVATE FUNDS

Source	Amount Received ($100+ Donors)		Total Funds Received	
	1986	1987	1986	1987
Individuals	$423,742	$ 907,850	$505,839	$1,013,295
Religious Org.	1,350	250	1,350	250
Other Org.	17,724	14,482	17,809	14,714
Foundations	18,250	22,550	18,250	22,575
Corps./Bus.*	63,630	124,232	78,968	134,253
Bequests	106,555	201,436	106,555	201,436
	$631,251	$1,270,800	$728,771	$1,386,523

*No Matching Gift

Some analysis of the source of Pittsburg State University funds will be beneficial for comparison with peer institutions reporting to the Council on Financial Aid to Education.

Individuals. All donors to the University are important to the program of securing maximum private funding. In examining individual gifts to the Annual Fund and the Campaign For Distinction, the donors who gave at least $100 accounted for almost two-thirds (65.5%) of the

total cash received and 89.59% of the total cash received ($1,013,295) from individuals. It is clear that the development program must concentrate on the larger gifts and increase the donors in the $100 and above category.

For Fiscal Year 1985, PSU exceeded the national average (12.2%) of alumni givers for public comprehensive colleges and universities with 3,547 alumni donors and a solicitation effectiveness of 13%. For Fiscal Year 1986, Pittsburg State had 3,630 alumni donors and a solicitation effectiveness of 12.1 percent compared to 12.9 percent for all public comprehensive institutions. The average PSU alumni gift was $107.78 compared to $83.00 for public comprehensive institutions for FY 1986.

Clearly, PSU slipped in FY 1986 in the percentage of alumni donors effectively solicited. This source of alumni giving is one of the few untapped potentials for Pitt State. To realize significant results, we need a Director of the Annual Fund who will institute a class agent program and a possible challenge grant as a key to increased alumni support. Some analysis of individual donors in the local areas of Crawford and Cherokee counties is given in the Annual Fund section. Another program needs to be established to acquaint students (seniors) with their responsibilities to be come alumni donors after their graduation.

Religious Organizations. Pittsburg State University does not actively seek gifts from religious organizations but does receive some minor gifts from this source.

Other Organizations. In this category, the University receives occasional cash gifts from various professional groups, usually for a current scholarship fund. See Appendix III for the list.

Foundations. Pittsburg State University has not attracted significant Foundation support. There are perhaps two or three reasons for this. As has been demonstrated in previous reports, Foundation resources in Kansas are minimal. Competing with research universities and private institutions for national foundation dollars is extremely difficult. Increasingly, Pittsburg State University must enter this competition for Foundation support. Some of the new Institutes and Centers may launch attractive programs that will attract Foundation support. The research into Foundation giving patterns, the identification of potential University projects, and the preparation of proposals require the skills of a professionally qualified Foundation Grants Director. PSU's program has not grown to the extent to warrant such an investment. Other basic components of the University's Development program have a greater priority in building a stronger base.

The University has received $114,920 from Foundations since 1980. Of that total, $73,300 or 64 percent has been received in the last three fiscal years.

TABLE 3
FOUNDATION GIFTS

Fiscal Year	Amounts	$ 5,000 and Above Gifts
1980	$ 8,200	1
1981	11,450	1
1982	4,500	
1983	9,895	
1984	7,350	
1985	32,475	2
1986	18,250	1
1987	22,575	1
	$114,695	6

It should be noted that Foundation gifts of $5,000 or more are recorded in the Foundation Grants Index which gives visibility to colleges and universities that attract such support. Foundation grants are in a certain sense an index of quality when measuring universities. It is for this reason, among others, that Pittsburg State University should expand its efforts to attract more Foundation dollars.

Corporations and Businesses. Pittsburg State University continues to build on a growing relationship with business and industry to foster an important connection for the welfare of the University's faculty and students. Opportunities for faculty experience through consulting and research creates a favorable tie to the work place. Moreover, the teaching of special courses in the corporate setting is another linkage that is receiving attention. Student internships and job placement in productive business careers adds to the inseparable ties that must exist between

a university and the economic institutions that make the fabric of modern society.

Pittsburg State University has developed the components of a successful corporate relations program. This includes extensive use of the advice of business and industry leaders on University advisory committees. The involvement of the faculty in various corporate settings makes the interchange flow both ways. The leadership of the University in economic development efforts in Pittsburg and the region is a significant factor. Through the leadership of President Donald Wilson in Pittsburg NOW, the establishment of the Institute of Economic Development that includes the endowed O. Gene Bicknell Center for Entrepreneurship, and the development of the Center for Industrial Innovation and Technology Transfer in the School of Technology and Applied Science, the University has strengthened important links to the business community.

Support for PSU from business and industry comes through matching gift programs, direct grants to the University of both a restricted and unrestricted nature, and in-kind gifts. All of these categories recorded an increase this past year.

The Matching Gift Program is a vital component of the University's development program. The Council for Advancement and Support of Education is the national clearinghouse for corporate matching gift information. Each year an extensive report is published giving information

about matching gifts. The University makes good use of this report, especially in the phonothon conducted in February.

In all, the University received a total of 410 gifts in FY 1987 that were matched by the donors' companies compared to 444 gifts for FY 1986. There were 132 matching gift companies compared to 119 for FY 1986. The total matching gift income for FY 1987 was $105,476 compared to $54,882 for FY 1986. This is an area that will undoubtedly be fertile for future growth. Matching gift companies making a contribution to the University are listed in Appendix V.

In FY 1987, 212 companies gave $126,649 to the University compared with 173 companies who gave $65,869 in FY 1985. That represents a 22.54 percent increase in contributors and a 92.27 percent increase in funds received from this group of PSU supporters. All in all, the local community campaign appears to be effective in its organizational approach of uniting community friends and University personnel in a joint fund-raising effort and the business support of the University is on the increase.

This particular phase of PSU's development program can be expanded even more. Contacts with larger companies in southeast Kansas and elsewhere will return increasing financial support. Expansion of contacts and emphasis on larger gifts from regular contributors will produce more support from the business community in the years ahead. The addition of fund raising for KRPS-FM will attract additional

business support. Appendix VI lists companies contributing cash and in-kind gifts to the University.

The third area of business support to Pittsburg State University is through in-kind gifts. For FY 1986, 98 companies and individuals gave in-kind gifts to Pittsburg State University valued at $577,077. In FY 1987 in-kind gifts amounted to $627,336. They include such valuable acquisitions as a robot for welding and land for a nature education center.

In summary, the total cash and in-kind contributions Pittsburg State University received from corporations and businesses for FY 1987 was $753,985 compared to $650,471 in cash and in-kind gifts for FY 1985, which represented a 15.9 percent increase. This source of development funds will be a continuing anchor for private support for PSU.

Planned Gifts. The Office of Development added a new staff member at the beginning of FY 1987 making this the first full year of a comprehensive planned giving program. Several signal accomplishments have been made. These include:

Identification of all past bequests to the University in order to have a complete record of these special gifts.

Identification of the University alumni who graduated before 1950, selected other alumni who graduated later than 1950, and friends of the University who may identify with this program in some way as the target group for marketing the planned giving program.

Development of a set of guidelines to be used in the various types of planned giving.

Initial marketing efforts through the regular distribution of special literature describing the University's programs to the target groups.

Solicitation efforts resulted in several different types of planned gifts including a unitrust, a life insurance gift, and new bequest expectancies.

In addition to these responsibilities for the planned giving program, the Director of Planned Giving has assumed responsibility for coordinating the scholarship endowment program of the Foundation and major donor research for the Office of Development. The Director also serves as staff liaison to the Athletic Fund and the athletic portion of the Campaign For Distinction.

The record of bequests received for the past five years is as follows. The full record is in Appendix VII.

Fiscal Year	Amount
1983	$ 76,000
1984	81,700
1985	8,600
1986	106,500
1987	206,400

Already in FY 1988, maturities in planned gifts have established a new, significant record with the first month's report for FY 1988.

The marketing effort, begun in 1987 with the purchase of quarterly direct mailings, will be enhanced in several specific ways. A significant research effort scheduled for this fiscal year is a "wills survey," a questionnaire sent to approximately 3,800 alumni. Through this survey we should gain valuable information about bequests and trust benefits destined for the University. A pilot program

involving some form of planned giving for the athletic endowment fund will be developed. The gift of life insurance seems to be a promising area for this program. Local attorneys and CPA's will receive packets of materials designed to make our program more visible to potentially helpful professionals. A planned giving booklet will be printed providing an overview of the program and used as a response mechanism and selective hand-out.

The research and marketing efforts described above will inevitably result in prospects who should receive personal attention from the President, Vice President, and Director, or other staff members as indicated. A personal-visit calendar will be developed this fall. The calendar will call for 40 to 50 off-campus contacts during the 1987-1988 academic year.

Plans for FY 1987-1988

1. The Annual Development Calendar is in Appendix I.

2. Continue to challenge the Pittsburg State University Foundation Trustees to a sustained role in fund-raising for the University. This includes involvement in the various development programs, public leadership in various efforts and increasingly effective management of the endowment funds. The Foundation will publish four quarterly newsletters that will give the annual report and current information on development activities.

3. Revitalize and expand the efforts of the President's Club.

4. Conduct the Annual Fund Campaign (University and Athletic Funds) as planned.

5. Proceed with the Campaign For Distinction.

6. Continue to develop the planned giving program as outlined.

THE ANNUAL FUND

Report for FY 1986-1987

The Pittsburg State University Annual Fund has become an established part of the development program. The University depends on the Fund to finance on-going educational needs including current scholarships which constitute one of its most important contributions. The following comparative report shows the record of the Annual Fund for the past ten years.

TABLE 4

ANNUAL FUND RECEIPTS

Year	Dollar Total	Dollar Increase (Decrease)	Percent Increase (Decrease)
1978	67,000		
1979	90,000	23,000	34
1980	111,000	21,000	23
1981	152,000	41,000	34
1982	181,000	29,000	19
1983	264,000	83,000	46
1984	315,000	51,000	19
1985	402,130	87,130	28
1986	496,345	94,215	23.5
1987	399,643	(96,702)	(24.3)

The Annual Fund did not experience real growth last year. The Fund totaled $399,643 for Fiscal Year 1987 compared with $496,345 for FY 1986. The previous year's total included a special gift of $100,000 for operations of the Center for Entrepreneurship. A comparable gift of $75,000 was not included in this year's total but will appear in next year's total. Without that particular gift, the last three years have been comparatively the same. As will be seen later, the greater growth has occurred in the Endowment Fund. Of the $399,643 Annual Fund receipts, $159,154 was unrestricted, $176,599 restricted, and $63,890 restricted to athletics. For FY 1986, $136,633 was unrestricted compared to $144,360 for FY 1985.

The University Fund--The Community Drive. This joining of the town and gown for development is an integral part of the University portion of the Annual Fund. It consists of two parts, a local solicitation of businesses and individuals, and the University faculty-staff campaign. The local Community Drive took place on the special campaign days of November 6 and 7, 1986. About fifty teams of two members each, one from the community and one from the University, made more than 400 calls. The Chairman for the Drive, Dr. Donald Holsinger, wrote the customary "door-opener" letter telling of the Campaign. An attractive brochure also highlighted University needs. At the breakfast held on November 6, team members could ask questions and secure instructions. The University Fund's

Community Drive goes to all potential donors; the Athletic Fund Drive also contacts all potential donors.

The following comparative report for Fiscal Years 1984, 1985, 1986, and 1987, gives the number of individual and business donors from the local area who gave less than $100 and more than $100, with the dollar totals. These figures are for all local giving through the Annual Fund to the University and not just the Community Drive although that effort is the largest part of it. The cities used in identifying these donors are Arma, Columbus, Frontenac, Girard, Pittsburg, and Weir in Crawford and Cherokee counties.

It should be noted that the total number of individual contributors increased from 621 in FY 1986 to 1000 in FY 1987. The number of $100 and above donors increased markedly from 142 to 423 while the number of donors who gave less than $100 increased from 479 to 577. The dollar totals for individuals decreased from $102,915 to $96,487. The difficulty with these comparative figures is that a large gift counted last year distorts the totals. The University identified a considerable number of new donors last year, and at the least, these donors need special consideration in the coming year.

TABLE 5
CATEGORIES OF INDIVIDUAL DONORS AND AMOUNTS GIVEN

	NUMBER OF CONTRIBUTORS			AMOUNT GIVEN		
	Below $100	$100 & Above	Total	Below $100	$100 & Above	Total
General Individuals FY 1984	418	118	536	$9,511	70,836	80,347
General Individuals FY 1985	425	145	569	10,167	67,453	77,620
General Individuals FY 1986	479	142	621	11,365	91,550	102,915
General Individuals FY 1987	577	423	1,000	12,907	83,580	96,487

	NUMBER OF CONTRIBUTORS			AMOUNT GIVEN		
	Below $100	$100 & Above	Total	Below $100	$100 & Above	Total
General Business FY 1984	1	35	36	$ 25	17,708	17,733
General Business FY 1985	28	46	74	957	16,674	17,631
General Business FY 1986	55	82	137	2,145	39,479	41,624
General Business FY 1987	53	97	150	2,077	40,584	42,661

Another important segment of local giving is the Faculty/Staff Drive as a part of the local Community Drive. The Faculty/Staff Drive was planned by a committee chaired by Ken Gordon of the School of Technology. A letter was sent to each faculty and staff member requesting their support. Individuals were chosen as contact persons in each department to encourage them to make a gift to their University. It is encouraging to note that faculty/staff donors increased from 241 in FY 1986 to 246 in FY 1987. Dollar totals remained relatively the same as a year ago with FY 1986 recording $43,732 and FY 1987 a drop to $38,636. There is $16,398 in unpaid pledges which may push this year's total considerably higher. This positive support of participation in the University's development program bodes well for the future.

The Direct Mail Campaign. During the 1982-1985 fiscal years, the growth and the support of the annual fund from direct mail in terms of gifts received was generally on an upward trend. The number of donors has fluctuated somewhat. The record for the years 1982 through 1985 revealed that the number of donors and the total gifts trippled.

	1982	1983	1984	1985
Donors	433	668	415	1333
Dollars	$20,530	$28,997	$21,352	$64,873

The first three years reported above were the results of very limited direct mail efforts. Each year one general mailing was sent to all of the alumni plus a few special mailings. During FY 1985, more emphasis was placed on

direct mail with two general mailings plus six special appeals to specific target groups. A total of 50,575 letters brought in 1,333 contributions totaling $64,873.

Included in the FY 1985 direct mail figures were the contributions received from the PSU Faculty/Staff Campaign. Contacts with the faculty and staff were made by direct mail and resulted in 111 contributors giving $8,131. The Faculty/Staff Campaign for FY 1986 was conducted when possible on a personal contact basis as well as by direct mail. This removed significant donor/dollar figures from the FY 1986 direct mail report. The comparative record for FY 1986 and FY 1987 for the Direct Mail effort is detailed in Table 6.

TABLE 6

DIRECT MAIL COMPARATIVE DATA FOR FY 1986 AND FY 1987

CATEGORY	LETTERS MAILED 1986	LETTERS MAILED 1987	NO. OF GIFTS 1986	NO. OF GIFTS 1987	$ RECEIVED 1986	$ RECEIVED 1987
DIRECT MAIL #1	26,450	28,200	554	579	$40,328	$ 53,136
DIRECT MAIL #2	25,313	24,900	368	299	32,788	54,494
DIRECT MAIL #3	22,632	25,690	122	107	3,001	3,784
TOTALS	74,395	78,790	1,044	985	$76,117	$111,414

One of the most impressive statistics from the comparison of the FY 1986 and FY 1987 is the 46 percent increase in the dollars received from the three direct mailings. This was accomplished in part by a dramatic increase in the average size of gifts received. In 1986,

the average gift was $72.90 and in 1987 it was $113.11. The actual number of gifts received from the three mailings did decrease very slightly. The response rate also declined. In 1986, 74,395 letters were mailed with a 1.41 percent response rate, whereas in 1987, 78,790 letters mailed brought a 1.25 percent response rate. At the close of this fiscal year, there were only thirteen pledges totaling $992 that had been made through a direct mail response that had not been received.

The Phonothon. The Ninth Annual Pittsburg State University Phonothon received pledges of $158,137 compared to $134,571 in FY 1986. The 17 percent increase in pledges demonstrates once again that the phonothon is a vital part of the Annual Fund Campaign. More than 200 volunteers made telephone calls to 4,793 alumni and secured 3,422 pledges. The full report of the phonothon is in Appendix VIII.

The 1987 Phonothon consisted of 16 night sessions and four Sunday afternoon sessions in Pittsburg. In addition, mini phonothons were held in Kansas City, Wichita, Bartlesville, Tulsa, and Dallas-Ft Worth. Ralf Thomas and Ken Bateman conducted the phonothons attending to the myriad of details required to assemble the cards to be used by the callers, secure the volunteer callers, schedule and orient the callers, and process all of the paper work connected with the effort. It is a task of considerable magnitude and complexity.

The Athletic Fund. For the second year, the Athletic Fund Campaign was conducted under the direction of the Vice President for Development with the active assistance of the Athletic Department. The cooperative arrangement worked well for the second year and will provide a base for building an even more successful future effort.

Athletic fund raising at Pittsburg State University has several major components including the University-wide annual drive, the Athletic Fund Scholarship Drive, lettermen's contributions, booster club activities, and contributions to endowment funds.

During the University-wide Annual Fund Campaign donors may designate their contributions for athletics and many of them do. The Athletic Fund Scholarship Drive occurs in the late spring. Lettermen's contributions can be made at any time, but the major effort with these supporters is made through a phonothon in the spring and a golf tournament early in the summer. Booster clubs function during the time the sport is in session. Contributions to endowment funds are secured by special efforts throughout the year.

The Athletic Fund is an increasing necessary portion of the total operating budget of the Athletic Department at Pittsburg State University. Intercollegiate athletics play a meaningful role in Pitt State traditions. Oversight of the Athletic Fund Scholarship Drive was through a committee chaired by Jim Bishop who served as community chairman of the Drive.

Table 7 provides a comparison of the Athletic Fund totals for the past four fiscal years. The decrease of $3,179 in funds received in FY 1987 is probably related in some way to the larger amounts generated for athletics through the Campaign For Distinction. The major difference is in the totals of the Football Scholarship Fund for the two years. In FY 1986, that fund generated $14,803 but in FY 1987 the fund realized only $8,540 in gifts. Undoubtedly, some of the 1986 donors channeled their gifts to the Capital Campaign.

TABLE 7
ATHLETIC FUND COMPARATIVE DATA

	FY 1984	FY 1985	FY 1986	FY 1987
Athletic General	$32,653	$32,120	$45,446	$46,199
Basketball	100	2,130	355	3,488
Football	10,287	8,380	14,803	8,540
Track	145	3,275	1,475	1,702
Women's Athletic	255	2,132	3,366	1,477
Golf				860
Totals	$43,440	$48,037	$65,445	$62,266

The Basketball Scholarship Fund has also shown some fluctuation with larger amounts recorded for FY 1985 and FY 1987, although the total for FY 1987 exceeded the totals for the previous three fiscal years by $903. Strategies need to be devised to increase the Basketball Scholarship

Fund and to make a stronger showing in the Women's Athletic Fund as well as those for Golf and Track.

The athletic endowment funds realized a healthy increase of 14.3 percent in FY 1988. Table 8 reveals the additions made to the athletic endowment funds. The current totals are given alphabetically according to the name of the endowed scholarship fund. New funds are indicated with an asterisk and additions to existing funds made during the fiscal year are noted.

TABLE 8
ATHLETIC ENDOWMENT FUNDS

	1986 July 1	1986 Additions	1987 June 30
Wayne Allai*		$10,069	$10,069
Dale's Sport	$13,607	3,000	16,607
George Brenner	2,000		2,000
Ted Carnino	25		25
Fred Clemens	122		122
John Lance	24,127	950	25,077
Joe Murphy*		6,578	6,578
Ernie Schmidt*		2,600	2,600
Carnie Smith	72,800	375	73,175
Laurence Swisher	10,000		10,000
Garfield Weede	6,849	600	7,449
Wilkinson BB	17,095		17,095
Joe Winchester	504		504
Totals	$147,129	$24,172	$171,301

The Campaign For Distinction has the goal of adding $600,000 to Athletic Endowment Funds. Three new funds were established in FY 1987 to launch this effort. Plans are underway to devise strategies to build the permanent fund.

Plans for FY 1987-1988

The following plans have been established to conduct the various parts of the Annual Fund Campaign in FY 1988.

University Fund--Community Drive

1. Conduct the faculty and staff part of the Community Drive during the first week of November. A planning committee will be formed and a letter announcing the drive will go to each University employee. Personal solicitation will be made, as in the 1986-87 campaign.

2. Hold the Community Drive in the Campaign for Pittsburg State University in Pittsburg, Frontenac, Arma and Girard on Thursday and Friday, November 5 and 6, 1987. It will feature the following:

a. The local chairperson will write a cover letter about a week before November 5 to each owner or manager who will be solicited. The letter will identify the names of the two persons who will make the contact, stress the need, and urge their support on a continuing basis.

b. Newspaper, TV, and radio coverage will be utilized before and after the cover letter is received.

c. About 50 solicitors from the Community and 50 University people, working in teams of two, will be asked to make seven or eight calls on the Campaign days.

d. A kick-off breakfast will be held in the Overman Student Center on Thursday, November 5, 1987.

University Fund--Direct Mail

1. The first direct-mail letter will be a report from the President to be mailed late in September. This letter does not go to faculty and staff. Consideration is being given to the feasibility of not sending it to those being solicited in the Community Drive.

2. Individuals who made pledges that are still not met should be treated in a special category with respect to the first letter. All unpaid pledges from the phonothon, faculty campaign, and community campaign should receive a reminder of their pledge in late September about the time the first direct mail letters are being sent. This would involve 1,070 pledges totaling $38,004. Pledges of $100 or more perhaps should be followed up by personal telephone calls rather than by letter. They could be scheduled to receive the President's letter within a specified period after receiving their pledge.

3. The final direct-mail letter should be reviewed as to its length and content. It is not producing as much response as anticipated or hoped. Its greatest value may lie in the continuing presentation of the University's needs in such a way that some new donors will eventually be identified.

University Fund--Phonothon

1. Develop another postcard etching of a popular Pittsburg State University building with a message by President Wilson to be sent to those regular phonothon contributors reminding them that they will be called again in 1988. Comments from alumni indicated that this was popular in the 1987 Phonothon.

2. Maintain the advance planning schedule of previous years which seems to be satisfactory.

3. Include in the fall edition of The Report from Pittsburg information about the plans for the 1988 Phonothon.

4. Continue last year's evening and Sunday afternoon schedule for Pittsburg. Since Sunday evening is one of the better times to call, consider the possibility of having two sessions during that time (6:00 p.m. to 8:00 p.m. and 8:10 p.m. to 10:00 p.m.). The latter time could be used to call our graduates on the west coast.

5. Continue the mini-phonothons in the current five cities of Bartlesville, Dallas-Fort Worth, Kansas City, Tulsa, and Wichita. In most instances they have shown a growth each year. There will be a need to find a graduate in the Dallas-Fort Worth area who can provide the phone facilities needed for the phonothon.

6. Provide another incentive for graduates to increase their pledges. This year those who increased their pledges by at least $25 received a colorful 11" by 14" aerial view of the campus. A total of 713 graduates increased their pledges by at least $25 (actually it averaged an increase of $69.66 per gift).

7. Write personalized letters again to those previous-year contributors from the phonothon who cannot be reached by telephone, soliciting their continued financial support of their alma mater.

Athletic Fund

1. Continue to utilize the Athletic Fund Committee to plan for over-all athletic fund-raising activities.

2. Continue to collect pledges made during the Athletic Fund Drive and the November University Fund Campaign.

3. Conduct the lettermen's phonothon in the spring of 1988. A letter will be mailed by the general chairman about a week before the phonothon begins.

4. Conduct the Athletic Fund Scholarship Drive in early May, 1988.

5. Publish three issues of the Gorilla News.

6. Complete the Athletic Capital Campaign as a part of the Campaign For Distinction.

CAMPAIGN FOR DISTINCTION

Report for FY 1986-1987

Pittsburg State University has completed the first full year of the Campaign For Distinction. The results have already brought ample rewards. O. Gene Bicknell's leadership role as Chairman of the Campaign For Distinction enabled the University to launch successfully its first ever capital campaign in the 84 years of its existence. The Campaign has generated a new spirit in the University.

The Campaign's organization includes committees that establish guidelines and plan strategies for various campaign activities. When the Campaign was launched in April, 1986, the over-all Case Statement had been completed but some of the statements for the various parts of the coordinated efforts had not. The last of the Case Statements for the seven components of the Campaign was written in the autumn of 1986.

At the time of launching the Campaign, it seemed best to set no definite time limit on completing it. It appears that the total goal can be realized in three or four years although not all of the individual needs will be met.

The Pittsburg State University Campaign for Distinction was launched in April, 1986, without any specific budgetary provision for expenses. Accounts were set up to which expenses of the campaign might be charged. The accounts established are as follows.

University FM Radio Station Campaign
1118215 KRPS-FM Campaign

University Music Campaign
1113026 Music Campaign

College of Arts and Sciences
1110109 Arts and Sciences Campaign

School of Business and Economics
1120115 Business Campaign
1120116 Kelce Phone/Mail

School of Education
1130114 Education Campaign

School of Technology and Applied Science
1140125 Technology Campaign

Intercollegiate Athletics
6251239 Athletic Capital Campaign

Campaign expenses are charged to these accounts as they are incurred. Income is distributed from general Campaign gifts according to the following procedure established at the beginning of the Campaign.

All Campaign For Distinction expenses will be charged to these accounts. The signature authority for each account is the Vice-President for Development.

Income will be transferred to these accounts periodically from general Campaign gifts. Additional income will be transferred by investing the principal of designated Campaign gifts in a 442 general fund account and use the earned income to meet the Capital Campaign expenses. Under this procedure, the principal will be placed in its intended permanent account quarterly and administered according to regular Foundation policies.

Table 9 reveals that pledges and gifts totaling $3,491,159 have come to the University for the Campaign For Distinction. They are distributed as follows.

Table 9
CAMPAIGN FOR DISTINCTION FY 1987

Campaign Area	Pledges	Receipts	Total
University FM Radio		$ 48,587	$ 48,587
University Music	$ 10,010	100,619	110,629
Arts and Sciences		85,775	85,775
Business	507,520	602,627	1,110,147
Education		23,991	23,991
Technology		38,987	38,987
General Endowment		342,667	342,667
Capital Gifts		1,063,249	1,063,249
Athletics	494,987	172,140	667,127
TOTALS	$1,012,517	$2,478,642	$3,491,159

Considerable effort has been concentrated primarily on the areas of Music, the FM Radio Station, the School of Business, and the Athletic Stadium Renovation Project. All gifts to the University through the Foundation, other than gifts to the Annual Fund, are recorded in the Campaign For Distinction. These include In-kind Gifts which are noted separately as Capital Gifts. No Bequest Expectancies are included in the Campaign total at this time. It is customary to do so. In fact, most Capital Campaigns generate anywhere from a third to a half of their total in planned gifts. That is why it was so essential, among other reasons, to appoint a Director of Planned Giving in 1986. The University has at least three million dollars, conservatively estimated, in bequest expectancies.

The FM Radio Station constitutes a unique part of the Campaign in that a major federal grant will included as an important portion of the total funds needed to put the station on the air. The complete account of the establishment of KRPS-FM is given in Appendix IX.

Plans for FY 1987-1988

1. University FM Radio Station.

Case Statement completed
Funding two-thirds complete
Regional campaign organized and ready to launch
Campaign must be completed in the Autumn

2. University Music

Case Statement completed
Newsletter in production
Advisory Council organized
Campaign launched
Major donors being identified
New constituent groups being formed
Friends of Timmons Chapel
Parents of Music Students

3. Arts and Sciences

Case Statement completed

4. Business

Case Statement completed
Newsletter in production
Advisory Council organized
Campaign launched
Major Donors being identified
New Dean

5. Education

Case Statement completed
Newsletter in production
Advisory Council under study
Major Donors being identified
New Dean

6. Technology

Case Statement completed
Newsletter in production
Advisory Council organized

7. Athletics

Case Statement completed
Newsletter in production
Advisory Council organized
Campaign launched
Major Donors solicited
Campaign completed during FY 88

OFFICE OF ALUMNI RELATIONS SUPPORT

Report For FY 1986-1987

One of the significant achievements of the 1987 fiscal year of the Pittsburg State University Alumni Association was the completion of the work of the Review and Planning Committee. The committee chaired by Dr. Alvin H. Proctor, included Janeil Bryan, Chris Fogliasso, Ken Gordon, Mary Judene Nance, Jack Overman, Richard Welty, and Jay Westervelt. The Alumni Association employed Mary Judene Nance to prepare the written report. The executive committee of the Alumni Association officially accepted the committee's report, entitled the Long Range Planning Report, on July 29, 1987.

Plans for FY 1987-1988

Mr. Dick Cooper, president of the Alumni Association for 1987-1988 reviewed the recommendations of the planning committee and presented to the Board of Directors of the Association plans to implement selected recommendations during the coming year. Six of those specific recommendations that the Alumni Association Board of Directors decided to implement for this fiscal year are as follows.

(1) Set up an independent committee to review the election procedures of the members of the PSU Alumni Association Board of Directors. President Cooper has appointed this committee and anticipates receiving a report to present to the Directors at their meeting in January, 1988.

(2) Increase the membership of the PSU Alumni Association. Plans to accomplish this goal include the targeting of groups within the classes of 1986, 1987, and 1988. Specific groups selected will be, for *example, second-generation PSU* graduates, honor students, and alumni who have been members of the student alumni association.

(3) Clarify the difference between the Alumni Association and the University Foundation. Plans to accomplish this goal include presentations at the chapter meetings and by having available materials which stresses the positive aspects of both organizations at alumni gatherings and through alumni publications.

(4) Recognize non-graduates who support Pittsburg State University. This program will be designed to assist the University in identifying and recognizing friends of the University who have made contributions of their time, talents, and financial resources. The University has given such recognition on occasion in the past but this program would establish guidelines for an on-going award.

This year the awards committee and the Alumni Association Board of Directors will be considering a proposal to provide lodging for the Outstanding Young Alumni award recipients who come to Pittsburg on the Thursday evening prior to homecoming. The purpose of this program would be twofold. First, to assist the Outstanding Young Alumni when they return to campus and to have them meet with faculty and students.

(5) Help build the Alumni Association membership by increasing membership privileges. These include three new benefits. (A) a new VISA credit card issued by First BankCard Center of Wichita and Pittsburg State University. The card provides visibility for the University with a picture of Russ Hall and the PSU logo on the front, and a specially designed gorilla by Ted Watts on the reverse side. It offers lower interest rates and lower annual fees for alumni members. (B) The athletic department has approved giving a discount for season tickets to football and basketball games for PSU Alumni members. (C) The Career Planning and Placement Office has approved a 20% discount to Alumni Association members for the use of their services.

(6) Increase the number of PSU Alumni Chapters. Specific areas where new chapters may be located include northwest Arkansas, the Phoenix, Arizona

area, and an additional chapter in southern California as well as a new one in northern California. Another possibility for a local chapter is the Miami, Oklahoma, area.

There are currently 24 PSU Alumni Chapters in the United States and two in foreign countries. These include:

WASHINGTON, D.C.

CALIFORNIA

Southern California/Los Angeles

COLORADO

Denver

ILLINOIS

Chicago

KANSAS

Bourbon County/Fort Scott
Cherokee County/Baxter Springs, Columbus
Crawford County/Girard, Pittsburg
Labette County/Parsons
Montgomery County/Coffeyville, Independence
Neosho County/Chanute
Sedgwick County/Wichita
Shawnee County/Topeka
Wilson County/Fredonia
Central Kansas/Salina
Southwest Kansas/Dodge City

MISSOURI

Kansas City
Joplin
Saint Louis
Springfield

OKLAHOMA

Bartlesville
Tulsa

TEXAS

Dallas/Forth Worth

TAIWAN

Taipei

THAILAND

Bangkok

The meetings of the PSU Alumni Chapters scheduled for the fall semester are as follows.

September	15	Tulsa
	19	Crawford County/Pittsburg
	24	Cherokee County/Columbus
	27	Saint Louis
October	8	Crawford County/Girard
	16	Sedgwick County/Wichita
	17	Western Kansas/Hays (Alumni Luncheon)
	17	Southwest Kansas/Dodge City
	29	Neosho County/Chanute
November	9	Emporia (Alumni Luncheon)

The organized chapters have a slate of officers (See Appendix X) and a newsletter specifically prepared for these officers is mailed regularly throughout the year. When a chapter meeting is scheduled, the alumni in the area are notified by circular, the Office of Public Affairs prepares a news release, and chapter officers are encouraged to telephone the alumni in their area. Also, the Report From Pittsburg carries notice of all meetings scheduled throughout the year.

OFFICE OF PUBLIC AFFAIRS AND INFORMATION SUPPORT

Report for 1986-1987

Even though 1986-87 was a year of turnover for the Office of Public Affairs and Information, including being short one full-time staff member the first five months of the year, the following was accomplished:

1. Three issues of Foundation News, the quarterly publication for members of the PSU Foundation, were published. The publication continues to improve with each edition.

2. The Office assisted the School of Education and the School of Technology and Applied Science in producing their first newsletters for distribution to their constituencies. The Office assisted Intercollegiate Athletics in the continued publication of Gorilla News.

3. The Office provided assistance to the Alumni Association in the production of such publications as the Half Century Club Reunion Book and the Homecoming brochure.

4. Only two issues of Report from Pittsburg were completed. The Office investigated the possibility of redesigning the Alumni Publication into a smaller newsletter format and/or a slick magazine.

5. The Office continued to provide support to the Campaign For Distinction in terms of literature development, design, and production. This included direct mail literature for Intercollegiate Athletics, the Prentice Gudgen Track Project and the Music campaigns.

6. The Office provided the traditional support services for the Annual Fund direct mailings, the Faculty-Staff Campaign, the Community Campaign, and the Phonothon.

7. The Office purchased a MacIntosh computer which will be used in the design of publications.

Plans for 1987-1988

The full-time professional staff in the Office of Public Affairs and Information has been in place for one year. The experience gained during the last year should enable the Office to operate more efficiently and productively. The turnover in the graduate assistant for sports information position presents the only foreseeable problem for office operations. If a competent replacement is not found, the Office will face the challenge of making sure sports information requirements do not impact negatively on the Office's service to development and alumni activities.

Office goals and priorities for 1987-1988 are:

1. Present for approval and put into production a redesigned Report from Pittsburg in a newsletter format. Plans for Report from Pittsburg also include some editorial changes. The Office will continue to work toward the goal of publishing a magazine-format publication for Alumni in 1988-1989. Finances prevent the Office going to a magazine format in 1987-1988.

2. Improve the quality of photographs used in all University publications. This goal will be accomplished in part by using the services of the University photographer in Instructional Media.

3. The Office has established a goal of focusing more on faculty and students and their accomplishments. This should be reflected in publications for Development and Alumni.

ANNUAL REPORT FOR FY 1987:
PROGRAM AND FACULTY RESEARCH/GRANTS/CONTRACTS

Doris Bergen
Dean of Graduate Studies and Research

Although the Office of Research continued to maintain the programs and services initiated in the past 3 years, a major focus of activity this year was on the further development of faculty research/grants/contracts expertise and on cultivation and networking activities designed to make a long-range impact on the success rates of Pittsburg State grant/contract proposal submissions. The expanded service and funding support activities of this past year (and for the next 2 years as well) were made possible by the funds received from the Title III Institutional Development grant. This report included the following sections:

1. A summary of the external funding information from the Office of Business and Fiscal Affairs FY 1986 annual report is given.

2. Activities of the Office of Research are described in relation to the goals and objectives identified for FY 1987.

3. The enhanced activities made possible by Title III funds are outlined.

4. Conclusions are drawn and objectives for FY 1988 are stated.

Summary of Business Office Records for FY 1986

According to the records of the Office of Business and Fiscal Affairs, the percent of total university expenditures coming from external revenue sources during FY 1986 was 21 percent, compared to 18 percent in FY 1985. HEGIS data

indicate that total external funds restricted to specific grant projects other than to financial aid was $654,789. Federal funds accounted for 13 percent; state funds for 61 percent; private grants for 26 percent. Research-related projects received $185,233 in FY 1986. Attachment 1, Table 1 gives comparisons with FY 1984, FY 1985, FY 1986.

Activities of the Office of Research for FY 1987

The two long-term goals of the Office of Research remained the same for FY 1987:

1. To establish firmly the Office of Research by implementing support activities and providing faculty with the continuity of assistance needed for successful grantsmanship and research promotion. (Year 3 of 3 year goal).

2. To increase the financial resources of the Office of Research, first by obtaining the seed money needed to launch the activities of the Office, and then to obtain sufficient on-going external funding to enable the Office to become primarily self-supporting. (Year 3 of 5 year goal).

For FY 1987, there were 7 objectives for Goal 1 and there were 4 objectives for Goal 2. Accomplishments related to these goals are as follows:

Goal 1: Establishing the Activities of the Office

1. Further develop the Advisory Council's ability to serve as a resource group; maintain their responsibilities for monitoring and fostering the activities of the Collegial Mentoring activity (Activity 3) of the Title III grant.

The Advisory Council for Research and Scholarship has continued to provide strong support and assistance as a resource group and has participated in many activities related to the on-going objectives of the Office as well as

of the Title III funded research-related activities. The membership continues to be broadly based, with faculty and administrative members representing the range of university-wide units concerned with grants/contracts activity.

Council members formed the committee who reviewed and selected the faculty Collegial Mentors and who provided advisory support for all aspects of this Title III funded activity. Other major projects this year were developing a Research Support Network for faculty, planning aspects of the Research Partners initiative, reviewing the status of the research/scholarly publications of the University, and investigating the possibilities of joining the BITNET system. Continuing activities included sponsorship of the second faculty Proposal Pioneers Recognition Reception, co-sponsorship of the Faculty Research Seminar Series, and advising on plans for grantsmanship and other faculty development workshops. Members also developed guidelines for deciding how funds from the Office of Graduate Studies and Research foundation account will be distributed.

2. Further implement the interactive information system capabilities for national networking and for research monitoring activities.

The internal information system continued to function as in past years with the exception that the Opportunities newsletter was not published as often because of state mandated cutbacks in University funds during spring 1987. The PACNET network that provides on-line information on research and grants opportunities from the Office of Federal

Programs was used on a weekly basis and information was then transmitted through hard copy to faculty members. Data was also collected for initiating a Faculty Research Interest Data Bank that will be tied to the PACNET system through a system of keywords. With the cooperation of the Computer Center, the faculty information is now on file; when the OFP Keyword system becomes available on-line in September, there will be direct access to the OFP informational system for those faculty who are part of the data bank. Approximately 50 faculty members have identified the keywords for which they would like information on funding opportunities.

The advantages of linking into the BITNET system through Kansas University are being explored. If sufficient faculty and administrative interest is expressed, a proposal for a pilot project membership in the system will be developed.

As a Summer Fellow, Dr. Bergen worked with the Office of Federal Programs in Washington to prepare a nation-wide survey of grants/contracts offices. This information will be collected during FY 1988 and will be available through the computer network to assist Pittsburg State as well as other AASCU universities in planning for their grants/contracts initiatives.

3. Initiate the Collegial Mentoring activities and continue to develop other university-wide training activities in research, scholarship, and grantsmanship.

The Collegial Mentoring activity of Title III was initiated this year and was very effective in meeting grant objectives. Under the direction of Dr. John Connelly, the activity provided financial, time, and material support for 7 faculty mentor projects. A list of the faculty mentors and their projects is in Attachment 2, and the activities are discussed in a later section of this report.

In addition to the training activities that were engaged in by these faculty members as part of their preparation to be mentors, a wide variety of other faculty development and training activities were held. These included a Phi Delta Kappa co-sponsored workshop on Educational Research Skills, which had participation of approximately 30 faculty members; a grantsmanship workshop/course, which involved faculty, students, and community leaders and which was co-sponsored with Continuing Studies; a Research Support Network, which gave faculty members the opportunity of sharing their knowledge of research design, research methodology, and statistical and analytical procedures with other faculty and students; and the Faculty Research Seminar Series, co-sponsored with PKNEA, in which faculty members discuss their research and scholarship projects.

4. Initiate the first patent searches with Research Corporation.

This objective was not achieved this year. Although a number of faculty members expressed interest in having

patent searches made, none of the potentially patentable ideas were at the advanced stage of development or sufficiently unique to have a search initiated. In a few cases where ideas did seem to have patent potential, the industry personnel with which the researcher was cooperating determined that they would prefer to hold the patent and the contracts were negotiated with this stipulation and a higher level of indirect cost return to Pittsburg State. As the Center for Technology Transfer becomes a reality, more ideas may become possibilities for patent searches.

5. Implement the Research Partners program, in cooperation with the Development Office and the Pittsburg State University Foundation.

The Research Partners program was not initiated in FY 1987, although planning for its initiation has continued. Faculty members have developed their profiles and have indicated the types of financial support they need to conduct their research, a draft of the brochure has been designed, and plans for announcing and marketing the program are in process. The plan is to launch the program in the fall of 1987. It is designed to fund research projects of faculty members and departments that are of an interest to alumni and other potential donors. In exchange for contributions, the contributors will become Research Partners and will have the opportunity to be involved in learning about the research as it progresses.

6. Continue to strengthen contacts at funding sources.

Some major strides in strengthening contacts at Congressional offices, the National Science Foundation, the Department of Education, the National Endowment for the Humanities, and the Agency for International Development have been made. Visits to campus by personnel from these agencies have been made or are planned for FY 1988.

A visit in the fall of 1986, by a representative of the Congressional staff concerned with science legislation, was co-sponsored with Continuing Studies. This visit provided faculty with insights into the Congressional processes involved in funding for the sciences.

The visit in the spring of a representative of the EPSCORE project in Montana proved to be particularly helpful. He encouraged Pittsburg State to work toward having Kansas designated as an EPSCORE state and provided much useful information about the proposal development process and NSF. He has also given support to our proposals to increase our science instrumentation capabilities. His visit was supported by Title III funds.

A number of visits to Washington offices have been made by Office of Research staff and by faculty members. Two faculty members have also been designated as reviewers for NSF education projects in the coming year. This strengthening of Pittsburg State contacts at funding sources is expected to provide major assistance over the long range in making proposals more competitive. Unfortunately, travel

funds to make these contacts possible are very limited. However, grant funds and indirect cost funds have been used as seed money for this initiative.

7. Increase the number of proposal submissions, the number funded, and the funding level.

During the period from August, 1986, to June, 1987, 63 requests for external funding were submitted, totaling $2,831,324.21 in requests. Originating units for proposals were Education (9); Business and Economics (2); Arts and Sciences (21); Technology and Applied Science (25); Continuing Education (1); Development Office (1); and University-wide (4). Five were joint proposals of two or more units. Of the requests, 16 proposals were for basic or applied research grants, of which 8 were funded, for a total of $47,678.12. The total number of proposals funded was 35, with the total funding level of $1,187,696.43. There are still 7 proposals pending. The indirect cost recovery from the funded proposals will be $21,476.21. Attachment 1, Tables 2 and 3 gives details of fund-seeking efforts.

In comparison with FY 1987, 43 proposals were funded in FY 1986, 33 in FY 1987. The number of federal proposals submitted increased from 16 to 22 and funding was $215,601.00. A number of proposals that were not funded are being resubmitted. Proposals submitted at state funding sources were down this year, 42 in FY 86 and 26 in FY 87. In particular, private industry state partnership proposals decreased due to the transitional nature of the year for

technology; Kansas Advanced Technology Commission was replaced by Kansas Technical Enterprise Corporation and the initial development year was focused primarily on organizational matters rather than on grant awards. However, at its July meeting KTEC agreed to fund the Center for Technology Transfer at the level of $150,000.00, with match to be provided by the University. Research funding in this category is expected to rise in the coming year. With the initiation of the Institute for Economic Development, overall external funding in business and industrial related areas is also expected to rise. The proposed Center for Educational Research will also contribute to the success rate for fund-seeking when it is established.

Goal Two: Increasing the Range and Depth of Financial Support

1. Expand the amount of basic seed money available to the Office.

At the present time no additional basic seed money has been made available for the Office from state, indirect cost, or Foundation sources. The Title III grant funds have provided approximately $10,000 in developmental support, including funds to purchase microcomputers. The indirect cost allocation is $2,000 for FY 1988 and funds of approximately $4,000 are available in the Foundation account. These funding levels are similar to those of last year.

2. Make a strong case for restoration of state research monies and of a state commitment to enhancing research support and acknowledging the importance of research at Pittsburg State University.

State-line item funding for research was not restored to the budget for FY 1988. Moreover, the new mission statement that the Board of Regents approved for Pittsburg State stressed applied research in technology areas as the major part of the research mission. Therefore, this objective was not achieved. Further efforts to expand the scope of the research mission may be undertaken in the future and it may be possible to get state-line item support for research in technological areas. The need for graduate research assistants remains strong but presently the only funds in this category have come from Title III or from individual departmental allocations for this purpose.

3. Submit continuation proposal from Title III and carry out all activities of the grant.

The continuation proposal was submitted in November 1987 and word of full funding for FY 1988 was received in June. The total Title III funding is $199,728.00 for FY 1988 and the Collegial Mentoring activity will receive $83,401.00. A formative evaluation, done in May of 1987, indicated that the grant activities have been carried out well by the participants. Over 30 faculty members are involved in some aspect of the grant. Activity directors are Dr. Ratzlaff, Activity I: Improving Academic Advising of High Risk Students; Dr. Brill, Activity II: Developing

Interdisciplinary Computer Labs; and Dr. Connelly, Activity III: Developing Faculty Research/Grants Training. A summative evaluation of the first year will be made in September, 1987.

4. Continue to work cooperatively with other units of the university to expand the number of individual, foundation, and/or corporate sources of funding for research activities.

As earlier portions of this report indicate, the Office of Research has continued to work cooperatively with faculty and administrators of many units. As the networking increases, and as some of these major institute and center activities get underway, the number of sources of funding for research activities should be greatly expanded. The coordinated approach to approval and monitoring of fund seeking proposals and recording of grants/contracts activity that has been developed in the last three years by the Office of Research will be essential as these new initiatives are implemented.

Enhanced Activities Made Possible by Title III

The accomplishments of Activity 3 of the Title III grant has been on enabling faculty at Pittsburg State University to increase their research productivity and their research competitiveness, thus increasing external funding and consequently increasing the institution's self-sufficiency. The project's objectives have been translated into three activity strands:

Strand 1. Developing the capabilities for the faculty coordinator

Strand 2. Developing "high research potential" of faculty members

Strand 3. Developing the information management system and support services of the Office of Research

All strands of the activity have been implemented in the first grant year. Strand 2 is discussed further in this section.

The selection process for the first group of high research potential faculty members (Collegial Mentors) was accomplished by October 1986. A rating form was designed to be used by the selection committee, which rated each candidate on a five-point Likert scale. Selections of the Collegial Mentors was announced by the President in October and they were introduced to the University and greater community that same month. Their projects were summarized in the print media, and some of the projects were described in local television interviews. The faculty Collegial Mentors were from the following university departments: Chemistry, Biology, Psychology, Nursing, Computer Science, History, Communication, and Curriculum and Administration. Their research project themes include: anti-tumor drug evaluation; pecan industry alternatives to insecticides; child-parent interaction styles; cancer incidence in rural communities; expert-systems computer implementations; American and Soviet interactions with Third World Countries; feminist-activist biographies; and self-concept research methodologies in school curriculum formation and

implementation. During the past grant year they have used grant funds to carry out their research, receive additional training, make presentations, and develop research networks.

In July, 1987, the first four faculty members (Colleagues) who will act co-investigators with the first group of mentors were selected from the following departments: Accounting, Mathematics, Chemistry, and Nursing. The faculty Colleagues will be working with faculty Collegial Mentors on research projects with the mentors from Computer Science, Biology, Chemistry and Communication. Either through participation as Colleagues or Mentors or in Training sessions, approximately 40 faculty have been directly affected this year by Activity 3 of Title III grant. In addition, six research presentations at national conferences and four published papers have been direct results of Activity 3. Activity 3 has also stimulated six grant submissions; the level of grant submissions is expected to increase even more over the next two years of Activity 3. This research development process will continue to pay dividends in paper presentations, publications and grant awards after the Title III grant has been completed.

Objectives for FY 1988

For Goal 1:

1. Continue to develop the Advisory Council's ability to serve as a resource group for assisting with research and scholarship activities designed to

increase external funding; maintain the responsibilities of the Collegial Mentoring activity of the Title III grant.

2. Further implement the interactive information system capabilities for national networking and for research monitoring activities.

3. Continue to implement the Collegial Mentoring activities and other University-wide training activities.

4. Support the Institute/Center initiatives in the area of grants/contracts searches and facilitate the development of cooperative interaction and communication among all fund-seeking units.

5. Implement the Research Partners program, in cooperation with the Foundation, and develop other relevant joint projects with the Foundation Research Committee.

6. Continue to strengthen contracts at funding sources.

7. Increase the number of proposal submissions, the number funded, and the funding level.

For Goal 2:

1. Seek additional support sources to expand the services of the Office of Research.

2. Continue to make a case for state research support, as is appropriate for the mission of Pittsburg State.

3. Submit continuation proposals for Title III and carry out all activities of the grant.

4. Continue to work cooperatively with other units of the University to expand the number of individuals, Foundation, and/or corporated sources of funding for research activities.

Conclusion

Although this has not been a banner year in terms of funds received from Federal, state, and private sources, it has been an excellent faculty resource development year. This development, funded primarily from Title III funds, should have a major impact on fund-seeking activities and on number of proposals approved for funding in FY 1988. The faculty have been strengthened in their knowledge, commitment, and motivation regarding proposal development and fund seeking and these factors should have long range effects on funding levels.

A major concern still remains that the mission of Pittsburg State not be perceived so narrowly that fund-seeking success for research/grants/contracts be impaired. However, with the initiation of the various applied research units and the greater development of faculty expertise in fund seeking, overall grants/contracts external funding should have a good potential for increase.

ATTACHMENT I

TABLE I

External Support for Research-Related Projects
(Business office Records)

	FY 1984	FY 1985	FY 1986
Dickey Company Research	6,124	6,626	0
M. Haughawaut Grant	33	4,901	1,620
Ark Highway	53	0	53
Curr. Robot Service Rep.	6,629	86	0
Education Research	165	0	2,442
NWTF Research	0	0	3,636
Curr. Micro-Comp Service	9,162	129	0
Lithium 7 Research	0	4,495	0
Eagle Picher-Physics	0	458	3,075
Eagle Picher-Tech.	0	0	8,902
Competency Profiles	0	56,341	852
Competency Profiles 86	0	0	55,768
Research Grant PS I	0	89,392	497
KEURP Research	0	9,000	23,168
Research Grants	0	0	15,465
Atkinson Matching/KATC	0	0	10,158
Raptor Rehabilitation	0	0	1,172
Galena Research	0	0	2,431
Wade Energy Research	0	0	4,541
Arpeda Research	0	0	40,214
Parsons PreProg G	0	0	11,239
Total	$22,166	$171,428	$185,233

TABLE II

Research/Grants/Contract Activity
During FY 1987

Initiation	Funding Source	Request	Status
Ed/Curr Adm	U.S. Dept. of Ed.	60,292.20	Pending
Ed/Curr Adm/AS/Biology	U.S. Dept. of Ed.	60,292.20	Not Fund
Ed/Curr Adm	U.S. Dept. of Ed.	61,416.07	Not Fund
Ed/Curr Adm	Nat. Science Fdn.	116,118.00	Not Fund
Ed/Curr Adm	U.S. Dept. of Ed.	217,529.12	Not Fund
Ed/Psychology	Nat Inst of Health	10,000.00	Not Fund
Ed/Psychology	Nat. Science Fdn.	11,372.50	Not Fund
Ed/Psychology	W.T. Grant Fdn.	10,000.00	Not Fund
Ed/HPER	KS Assoc. for HPER & Dance	577.00	Funded
AS/Biology	KATC/Wade	2,000.00	Extensio
AS/Biology	Nat. Science Fdn.	32,027.50	Not Fund
AS/Biology/Cont. Ed.	Nat. Science Fdn.	150,000.00	Prelimin Proposal Final in FY 88
AS/Biology	KS Bd. of Regents	1,496.00	Not Fund
AS/Biology	KS Fish & Game Comm.	3,000.00	Funded
AS/Biology	KS Dept. of Health & Environment	10,000.00	Funded
AS/Biology	Tandy Corporation	8,887.90	Not Fund
AS/Biology	CH2M Hill Central	4,298.00	Funded
AS/Biology	J.D.J. Energy Co.	3,500.00	Funded
AS/Chemistry	Nat. Science Fdn.	186,860.00	Not Fund
AS/Chemistry	Nat. Science Fdn.	98,575.00	Not Fund
AS/Chemistry	Nat. Science Fdn.	170,850.00	Not Fund

AS/Chemistry	U.S. Dept. of Hlth & Human Services	48,735.00	Pending
AS/Chemistry	KS Bd. of Regents	5,106.00	Not Fund
AS/Chemistry	Am. Chemical Soc.	20,000.00	Pending
AS/Flang	U.S. Dept. of Ed.	54,374.78	Not Fund
AS/Flang	KS Bd. of Regents	21,454.00	F/8,638.
AS/History	Nat. Endow. Human	3,500.00	Not Fund
AS/History	Comm. on Bicenten. U.S. Constitution	14,431.00	F/10,000
AS/Math	KS Bd. of Regents	10,641.00	F/6,141.
AS/Music	KS Arts Commission	2,500.00	Funded
AS/Physics	KS Corp. Commission	25,016.00	Not Fund
TECH/Eng Tech	U.S. Dept. of Ed.	3,873.00	F/Withdr
TECH/Eng Tech	Packer Plastics/KATC	21,750.00	Funded
TECH/Eng Tech	Soc. Manufact. Eng.	29,000.00	F/22,700
TECH/Eng Tech	F.O. Doty, Inc./ Industrial Control Concepts, Inc.	2,553.12	Funded
TECH/Eng Tech	General Motors	39,914.19	Funded
TECH/IAT	KS Dept. of Ed.	16,200.00	Funded
TECH/IAT	General Motors	33,956.00	Funded
TECH/Printing/Cont Ed	U.S. Penitentiary	3,950.00	Not Fund
TECH/TEC	Agency for Internat Development	25,800.00	Pending
TECH/TEC	KS Vocational Ed.	112,215.28	Funded
TECH/TEC	KS Dept. of Ed.	6,000.00	Funded
TECH/TEC	KS Dept. of Ed.	21,055.00	Not Fund
TECH/TEC	KS Vocational Ed.	40,543.00	Funded
TECH/TEC	KS Dept. of Ed.	3,240.00	Funded
TECH/TEC	KS Dept. of Ed.	3,780.00	Funded

TECH/TEC	KS Dept. of Ed.	9,000.00	Funded
TECH/TEC	KS Dept. of Ed.	18,630.00	Funded
TECH/TEC	KS Dept. of Ed.	6,800.00	Pending
TECH/TEC	KS Dept. of Ed.	6,210.00	Funded
TECH/TEC	KS Dept. of Ed.	18,000.00	Funded
TECH/TEC	KS Dept. of Ed.	6,500.00	Funded
TECH/TEC	KS Dept. of Ed.	76,454.93	F/19,113
TECH/TEC	KS Dept. of Ed.	47,500.00	Pending
TECH/TEC	KS Dept. of Ed.	64,917.00	Funded
TECH/TEC	Young's Welding, Inc./KATC	26,887.00	Funded
BUS/SBDC	KS Dept. of Ed.	20,000.00	Funded
BUS/SBDC	Wichita State Univ.	16,500.00	Funded
Continuing Ed.	W.K. Kellogg Fdn.	30,000.00	Not Fund
University-wide/ Graduate Studies & Research	U.S. Dept. of Ed.	598,950.00 (3 year)	Funded (yr 2 - 199,728)
University-wide/ Graduate Studies & Research/Psych/Curric. Adm.	U.S. Dept. of Ed.	52,962.55	Pending
University-wide/ Student Activities	Mid Am Art Alliance/ Nat. Endow for Arts	2,000.00	Funded
Development Office	Public Telecom Fac Program	422,742.00	Funded 9/87

TABLE III

FY'86 Proposals Pending on August 1987 Report

Initiation	Funding Source	Request	Status
AS/Chemistry	Research Corp.	26,000	Not Funded
TECH/Eng. Tech.	Med. Ind. Tech. KATC	81,154	Funded
TECH/Eng. Tech.	A-System Corp.	12,900	Funded
TECH/TEC	KS Dept. of Ed.	44,917	Funded
TECH/TEC	KS Dept. of Ed.	36,948	Funded
TECH/TEC/Cont. Ed.	U.S. Penitentiary	3,500	Funded
University-wide/ Student Activities	KS Arts Commission	575	Funded

ATTACHMENT II

MENTORS

Dr. Audrey Kast, Psychology and Counseling. Continue work on a study of the socialization processes that might account for behavior differences between the sexes for school-aged children. Dr. Kast has already been involved in related research and has worked the faculty at the University of Colorado to process research data.

Joan Sheverbush, Margaret Mulhall, Mary Carol Pomatto, Nursing. Undertake the second phase of the Cherokee County Health Study they began a year ago. The second phase would involve developing a pilot project to address the priority health problems identified in the first study. They are collaborating with Dr. John Neuberger, and Dr. E. Gail Harkness, both of the University of Kansas Medical Center, on the first phase of the study.

Dr. Surendra K. Gupta, History. Conduct a study (from an American perspective) of Moscow's approach to some aspects of the non-aligned movement and a comparative study of Soviet and American policies toward the non-aligned movement.

Dr. James D. Harris, Computer Science/Information Systems. Develop more expertise in the area of artificial intelligence or "Expert Systems" so that he will be in a position to help other faculty members with the development of Expert Systems in their area of expertise. Expert Systems is a rapidly developing area of computer science in which computers are used to make recommendations, isolate problems and/or aid in decision making in ways that previously required a human expert. Dr. Harris is already working with Dr. Galen Rupp, Department of Accounting, on an Expert System which provides lease accounting recommendations.

Dr. Rathindra Bose, Chemistry. Conduct a study on cis-platin, an antitumor drug, in the hope of designing more efficient and less toxic drugs. The project is an extension of research begun in 1982 in collaboration with Dr. Bose's colleagues at the University of Akron. It has also been supported by Wichita State University. Dr. Alexander Bednekoff, PSU Chemistry faculty member, will serve as a co-investigator on the project.

Dr. Richard Lipka, Curriculum and Administration. Conduct a study on the methodological issues in self-report data used in self-concept research. Dr. Lipka is working on a different way of viewing self-concept development. His work combined with that of some other researchers will result in a series of "think tanks'" on the subject at the University of Chicago, University of Pittsburgh, and Loyola University of Chicago. Dr. Lipka is involved in a second study examining the involvement of college students in community service projects as a predictor of their involvement in such projects throughout their life.

Dr. Mary Roberts, Communication. Co-edit a book on "Fifty American Feminist Orators" with Karlyn Kohrs Campbell, an internationally recognized author on rhetorical analysis. Dr. Roberts will also develop an article on Clara Barton for the book.

Dr. Leon Dinkins, Biology. Continue work on a six-year study of insects injurious to pecan production in Kansas and species beneficial to pecan production. He is collaborating with William Reid, Horticulturist-in-Charge, Kansas State University Pecan Experimental Station in Chetopa, and is a member of the USDA Regional Project concerning the pecan industry.

COLLEAGUES

A. Bednekoff, Department of Chemistry, has been selected as a faculty colleague to work with R. Bose, Department of Chemistry, concerning the anti-tumor drug Cis-Platin.

C. Gangwer, Department of Nursing, has been selected as a faculty colleague to work with M. Roberts, Department of Communication, in historical analysis and writing about the lives of prominent civil war nurses.

G. McGrath, Department of Mathematics, has been selected as a faculty colleague to work with L. Dinkins, Department of Biolgoy, to construct a mathematical model for Dinkin's data on insects injurious to pecan trees.

G. Rupp, Department of Accounting, has been selected as a faculty colleague to work with J. Harris, Department of Computer Science, to generalize and evaluate an expert systems approach to the area of lease accounting.

The colleagues' selection implements phase 2 of the Collegial Mentor Project and strongly emphasizes the Title III project purpose of providing collegial research mentoring opportunities for faculty and staff at Pittsburg State University.

APPENDIX I

revised 10/5/87

OFFICE OF DEVELOPMENT AND PUBLIC RELATIONS
CALENDAR FISCAL YEAR 1988

* Development and Public Relations staff meet every Thursday at 9:30 a.m.
* Planned Giving Committee meets 1st and 3rd Tuesday of every month.

JULY, 1987		
July 1	PSU Foundation Meeting	Alumni Center
July 7	Alumni Association Board and Past President's Reception - 6:30 PM	Alumni Center
July 22	Summer Survival Luncheon	Alumni Center
July 25	PSU Foundation Newsletter	
AUGUST, 1987		
August 19	Annual Development Conf.	Alumni Center all day
August 25	Planned Giving Mailing	
SEPTEMBER, 1987		
September 4	PSU Foundation Meeting	Alumni Center
September 10	Development Advisory Committee	
September 10	Alumni Assoc. Fall Board Mtg	
September 15	Chapter Meeting-Tulsa	Tulsa area
September 19	PSU Chapter Tailgate Cookout University of Missouri Rolla	Alumni Center
September 23	KRPS Development Committee	Overman Center
September 24	Brochures for Faculty/Staff Campaign Completed	
September 24	Chapter Meeting-Cherokee Co. (Columbus)	Columbus
September 25	#1 Direct Mail Appeal Mailed	
September 27	Chapter Meeting-St. Louis	St. Louis
September 29	In-Kind Gift Dinner	Alumni Center
OCTOBER, 1987		
October 10	Homecoming/Missouri Western	
October 13	Chapter Meeting-Bartlesville	Bartlesville
October 16	Chapter Meeting-Wichita	Wichita
October 17	Chapter Meeting-Hays	Hays
October 17	Chapter Meeting-Dodge City	Dodge City
October 14	KRPS Mailing/Crawford County	
October 18	KRPS Phonothon	Alumni Center
October 21	Brochures for Local Campaign Completed	
October 23	Fall Report From Pittsburg	

April 3	Dallas/Ft Worth Phonothon	
April 6	Development Adv. Committee	President Office
April 16	Spring Report From Pittsburg	
April 20	PSU Foundation News	

MAY, 1988

May 6	Springfield Chapter Meeting	
May 13	Alumni Assoc. Spring Board Mtg	
May 14	Commencement	
May 17	Athletic Fund Campaign	

JUNE, 1988

June 15	Half Century Club Meeting	
June 30	Planned Giving Mailing	

1987-88 CALENDAR FOR CAMPUS NEWSLETTERS

AUGUST	
No newsletters	
SEPTEMBER	
September 10	Technology
OCTOBER	
October 20	School of Education
October 23	Foundation News
NOVEMBER	
November 20	Music
November 30	Athletics
DECEMBER	
December 15	School of Technology
JANUARY	
January 20	Foundation News
FEBRUARY	
February 12	School of Education
MARCH	
March 11	Athletics
March 20	Music
March 20	School of Technology
APRIL	
April 20	Foundation News
MAY	
May 5	School of Education
JUNE	
June 10	Athletics
June 20	School of Technology
JULY	
July 15	Music
July 28	Foundation News

APPENDIX II

COMPARATIVE ANALYSIS OF PUBLIC COMPREHENSIVE INSTITUTIONS REPORTING TO THE COUNCIL FOR AID TO EDUCATION FOR FY 1986

Alphabetical Listing

Pittsburg State University ranks number 50, in total dollars raised, among the 130 public comprehensive colleges and universities reporting to CFAE. Those marked with * (30 institutions) have higher FY 1986 totals than PSU's FY 1987 total of $2,067,069. Pittsburg State University ranks number 20 among the 130 colleges and universities in the category of dollars raised per student enrolled.

	Dollars	Enrollment	Dollar Ratio
Adams State C/CO	520,682	2,026	257.00
Appalachian State U/NC	1,839,539	10,204	180.28
Arkansas State U	671,827	8,446	79.54
U of Arkansas/Little Rock	1,121,535	10,274	109.16
Auburn U/Montgomery/AL	1,121,535	5,319	36.01
Augusta C/GA	1,038,110	3,896	266.46
U of Baltimore/MD	1,022,154	5,020	262.35
Bemidji State U/MN	173,901	4,569	39.06
U of Bloomsburg/PA	742,070	6,439	115.25
Bowie State C/MD	143,978	2,524	58.04
California State U/Chico	1,855,006	14,667	126.47
California State U/Dominguez Hills	442,366	9,351	97.31
California State U/Fresno	4,400,612*	17,762	247.48
California State U/Fullerton	2,240,554*	22,545	99.38
California State U/Humboldt	721,764	7,320	98.60
California State U/LongBeach	4,359,689*	31,492	138.44
California State U/Los Angeles	1,519,063	20,751	73.20
California State U/Northridge	4,128,522*	28,793	143.39
California State U/Pomona	3,069,181*	17,207	178.37
California State U/San Diego	7,994,097*	38,773	206.18
California State U/San Francisco	2,597,537*	29,000	89.57
California State U/San Jose	4,586,056*	28,692	159.84
California State U/San Luis Obispo	4,974,113*	16,136	308.26
California State U/Sonoma	522,525	6,862	76.15
California State U/Stanislaus	407,008	3,256	125.00

Central Connecticut State U	188,247	13,368	14.08
U of Central Florida	2,281,309*	16,372	139.34
Central Michigan U	3,411,235*	15,089	213.50
Central Missouri State U	404,194	8,821	45.82
C of Charleston/SC	586,728	5,303	110.64
Chicago State U/IL	97,268	7,504	12.96
Cleveland State U/OH	2,614,306*	18,540	149.05
Columbus C/GA	2,593,333*	3,828	677.46
City U of New York/Brooklyn C	1,268,920	14,122	89.85
City U of New York/City C	3,644,252*	12,821	284.24
City U of New York/Hunter C	2,728,072*	19,000	143.58
East Carolina U	5,166,101*	14,117	365.95
East Stroudsburg U/PA	149,349	4,223	35.37
East Tennessee State U	1,606,798	10,131	158.60
East Texas State U	540,861	6,850	78.96
Eastern Illinois U	854,412	10,491	81.44
Eastern Michigan U	1,670,652	10,185	82.77
Edinboro U/PA	403,845	5,849	69.05
Emporia State U/KS	1,357,837	5,344	254.09
Fitchburg State C/MA	1,172,200	4,700	249.40
Frostburg State C/MD	153,900	3,715	41.43
George Mason U/VA	2,049,145	17,700	115.77
Georgia C	544,037	3,940	138.08
Governors State U/IL	128,820	5,549	23.21
Grand Valley State C/MI	2,717,473*	7,100	302.74
U of Guam/Guam	115,248	2,600	44.33
Idaho State U/ID	458,197	12,094	37.89
Indiana State U	1,075,321	11,491	93.58
Indiana U/PA	683,967	12,968	52.74
Jackson State U/MS	3,669,333*	6,425	571.10
Jacksonville State U/AL	709,616	7,000	101.37
Kearney State C/NE	377,270	8,972	42.05
Lamar U/TX	2,798,458*	14,190	197.28
U of Maine/Orono	5,844,225*	11,090	526.98
Mankato State U/MN	615,207	14,164	43.43
Mansfield U/Pa	111,550	2,868	38.89
Marshall U/WV	1,424,767	11,366	125.35
Middle Tennessee State U	1,615,066	11,228	143.85
Midwestern State U/TX	1,134,955	4,721	240.40
Millersville U/PA	867,970	6,628	130.96
Mississippi U For Women/MS	803,947	2,039	394.28
Montana State U	5,923,788*	10,710	553.11
U of Montevalo/AL	456,906	2,569	117.85
Moorhead State U/MN	318,767	6,074	52.48
Morehead State U/KY	450,819	7,115	79.16

Murray State U/KY	1,517,231	7,115	213.24
U of North Carolina/Charlotte	1,923,787	9,027	213.67
Northern Arizona U	2,881,624*	12,615	228.43
U of Northern Iowa	1,185,577	11,577	102.41
Oakland U/MI	2,649,131*	12,586	210.48
Old Dominion U/VA	1,536,250	14,775	103.98
Pan American U/TX	1,838,514	10,012	183.63
Pittsburg State U/KS	1,360,730	5,359	253.91
Portland State U/OR	3,968,972*	14,768	268.75
Prairie View A & M U/TX	747,538	4,626	161.59
Radford U/VA	509,628	7,000	72.80
Saginaw Valley State C/MI	2,269,832*	4,970	456.71
St. Cloud State U/MN	595,944	13,588	43.86
Salisbury State C/MD	381,193	4,708	80.97
Sangamon State U/IL	82,550	3,027	27.27
Shippensburg U/PA	1,228,993	6,274	195.89
U of South Alabama/AL	6,414,986*	9,900	647.98
South Dakota State U/SD	1,676,178	6,837	245.16
Southeast Missouri State U/MO	1,030,910	9,058	113.81
Southeastern Massachusetts U/MA	664,232	7,544	88.05
U of Southern Maine/ME	200,010	8,839	24.89
Southwest Missouri State U/MO	1,653,341	15,894	104.02
U of Southwestern Louisiana	3,031,558*	15,610	194.21
Stephen F. Austin State U/TX	456,005	12,435	36.67
State U of New York/Brockport	208,075	7,422	27.96
State U of New York/Buffalo	1,346,299	11,521	116.86
State U of New York/Cortland	280,490	6,491	43.21
State U of New York/Geneseo	251,159	5,300	47.39
State U of New York/Oneonta	161,535	5,706	28.31
State U of New York/Oswego	295,683	7,800	37.91
State U of New York/Plattsburgh	544,395	6,225	87.45
State U of New York/Potsdam	377,468	4,182	90.26
State U of New York/Utica-Rome	179,789	2,491	72.18
Tarleton State U/TX	364,421	4,627	78.76
Tennessee State U	342,464	7,006	48.88
Tennessee Technical U	969,827	7,628	127.14
Texas A & I U	1,462,666	5,115	285.96
U of Texas/Arlington	5,580,942*	23,110	241.49
U of Texas/El Paso	3,843,237*	14,119	272.20
U of Texas/Permian Bas in	408,689	1,895	215.67
U of Texas/San Antonio	895,581	12,137	73.79
U of Texas/Tyler	733,894	3,618	202.85
Towson State U/MD	813,144	14,900	54.57
Trenton State C/NJ	467,516	8,652	54.04
Valdosta State C/GA	386,469	6,514	59.33

U of West Florida	561,816	6,222	90.30
West Georgia C	645,858	6,178	104.54
Western Carolina U	1,230,394	6,188	198.84
Western Illinois U	2,112,165*	12,000	176.01
Western Kentucky U	1,447,597	11,259	128.57
C of William and Mary/VA	8,571,273*	6,676	1283.89
William Paterson C/NJ	224,266	9,200	24.38
Winona State U/MN	753,431	5,339	141.12
U of Wisconsin/Eau Claire	1,491,738	10,700	139.41
U of Wisconsin/Green Bay	741,546	5,061	146.52
U of Wisconsin/Oshkosh	664,081	11,622	57.14
U of Wisconsin/River Falls	266,754	5,326	50.09
U of Wisconsin/Stout	926,940	7,730	119.91
U of Wisconsin/Superior	183,036	2,900	63.12
Wright State U/OH	1,848,229	16,097	114.82

COMPARATIVE ANALYSIS OF PUBLIC COMPREHENSIVE INSTITUTIONS REPORTING TO THE COUNCIL FOR AID TO EDUCATION FOR FY 1986

Total Dollars Listing

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California State U/San Diego	7,994,097*	38,773	206.18
U of South Alabama/AL	6,414,986*	9,900	647.98
Montana State U	5,923,788*	10,710	553.11
U of Maine/Orono	5,844,225*	11,090	526.98
U of Texas/Arlington	5,580,942*	23,110	241.49
East Carolina U	5,166,101*	14,117	365.95
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State U of New York/Potsdam	377,468	4,182	90.26
City U of New York/Brooklyn C	1,268,920	14,122	89.85
California State U/San Francisco	2,597,537*	29,000	89.57
Southeastern Massachusetts U/MA	664,232	7,544	88.05
State U of New York/Plattsburgh	544,395	6,225	87.45
Eastern Michigan U	1,670,652	10,185	82.77
Eastern Illinois U	854,412	10,491	81.44
Salisbury State C/MD	381,193	4,708	80.97
Arkansas State U	671,827	8,446	79.54
Morehead State U/KY	450,819	7,115	79.16
East Texas State U	540,861	6,850	78.96
Tarleton State U/TX	364,421	4,627	78.76
California State U/Sonoma	522,525	6,862	76.15
U of Texas/San Antonio	895,581	12,137	73.79
California State U/Los Angeles	1,519,063	20,751	73.20
Radford U/VA	509,628	7,000	72.80
State U of New York/Utica-Rome	179,789	2,491	72.18
Edinboro U/PA	403,845	5,849	69.05
U of Wisconsin/Superior	183,036	2,900	63.12
Valdosta State C/GA	386,469	6,514	59.33
Bowie State C/MD	143,978	2,524	58.04
U of Wisconsin/Oshkosh	664,081	11,622	57.14
Towson State U/MD	813,144	14,900	54.57
Trenton State C/NJ	467,516	8,652	54.04
Indiana U/PA	683,967	12,968	52.74
Moorhead State U/MN	318,767	6,074	52.48
U of Wisconsin/River Falls	266,754	5,326	50.09
Tennessee State U	342,464	7,006	48.88
State U of New York/Geneseo	251,159	5,300	47.39
Central Missouri State U	404,194	8,821	45.82
U of Guam/Guam	115,248	2,600	44.33
St. Cloud State U/MN	595,944	13,588	43.86
Mankato State U/MN	615,207	14,164	43.43
State U of New York/Cortland	280,490	6,491	43.21
Kearney State C/NE	377,270	8,972	42.05
Frostburg State C/MD	153,900	3,715	41.43

Bemidji State U/MN	173,901	4,569	39.06
Mansfield U/Pa	111,550	2,868	38.89
State U of New York/Oswego	295,683	7,800	37.91
Idaho State U/ID	458,197	12,094	37.89
Stephen F. Austin State U/TX	456,005	12,435	36.67
Auburn U/Montgomery/AL	1,121,535	5,319	36.01
East Stroudsburg U/PA	149,349	4,223	35.37
State U of New York/Oneonta	161,535	5,706	28.31
State U of New York/Brockport	208,075	7,422	27.96
Sangamon State U/IL	82,550	3,027	27.27
U of Southern Maine/ME	200,010	8,839	24.89
William Paterson C/NJ	224,266	9,200	24.38
Governors State U/IL	128,820	5,549	23.21
Central Connecticut State U	188,247	13,368	14.08
Chicago State U/IL	97,268	7,504	12.96

COMPARATIVE ANALYSIS OF PUBLIC COMPREHENSIVE INSTITUTIONS
REPORTING TO THE COUNCIL FOR AID TO EDUCATION FOR FY 1986

Enrollment Listing

Pittsburg State University ranks number 50, in total dollars raised, among the 130 public comprehensive colleges and universities reporting to CFAE. Those marked with * (30 institutions) have higher FY 1986 totals than PSU's FY 1987 total of $2,067,069. Pittsburg State University ranks number 20 among the 130 colleges and universities in the category of dollars raised per student enrolled.

	Dollars	Enrollment	Dollar Ratio
California State U/San Diego	7,994,097*	38,773	206.18
California State U/LongBeach	4,359,689*	31,492	138.44
California State U/San Francisco	2,597,537*	29,000	89.57
California State U/Northridge	4,128,522*	28,793	143.39
California State U/San Jose	4,586,056*	28,692	159.84
U of Texas/Arlington	5,580,942*	23,110	241.49
California State U/Fullerton	2,240,554*	22,545	99.38
California State U/Los Angeles	1,519,063	20,751	73.20
City U of New York/Hunter C	2,728,072*	19,000	143.58
Cleveland State U/OH	2,614,306*	18,540	149.05
California State U/Fresno	4,400,612*	17,762	247.48
George Mason U/VA	2,049,145	17,700	115.77
California State U/Pomona	3,069,181*	17,207	178.37
U. of Central Florida	2,281,309*	16,372	139.34
California State U/San Luis Obispo	4,974,113*	16,136	308.26
Wright State U/OH	1,848,229	16,097	114.82
Southwest Missouri State U/MO	1,653,341	15,894	104.02
U of Southwestern Louisiana	3,031,558*	15,610	194.21
Central Michigan U	3,411,235*	15,089	213.50
Towson State U/MD	813,144	14,900	54.57
Old Dominion U/VA	1,536,250	14,775	103.98
Portland State U/OR	3,968,972*	14,768	268.75
California State U/Chico	1,855,006	14,667	126.47
Lamar U/TX	2,798,458*	14,190	197.28
Mankato State U/MN	615,207	14,164	43.43

City U of New York/Brooklyn C	1,268,920	14,122	89.85
U of Texas/El Paso	3,843,237*	14,119	272.20
East Carolina U	5,166,101*	14,117	365.95
St. Cloud State U/MN	595,944	13,588	43.86
Central Connecticut State U	188,247	13,368	14.08
Indiana U/PA	683,967	12,968	52.74
City U of New York/City C	3,644,252*	12,821	284.24
Northern Arizona U	2,881,624*	12,615	228.43
Oakland U/MI	2,649,131*	12,586	210.48
Stephen F. Austin State U/TX	456,005	12,435	36.67
U of Texas/San Antonio	895,581	12,137	73.79
Idaho State U/ID	458,197	12,094	37.89
Western Illinois U	2,112,165*	12,000	176.01
U of Wisconsin/Oshkosh	664,081	11,622	57.14
U of Northern Iowa	1,185,577	11,577	102.41
State U of New York/Buffalo	1,346,299	11,521	116.86
Indiana State U	1,075,321	11,491	93.58
Marshall U/WV	1,424,767	11,366	125.35
Western Kentucky U	1,447,597	11,259	128.57
Middle Tennessee State U	1,615,066	11,228	143.85
U of Maine/Orono	5,844,225*	11,090	526.98
Montana State U	5,923,788*	10,710	553.11
U of Wisconsin/Eau Claire	1,491,738	10,700	139.41
Eastern Illinois U	854,412	10,491	81.44
U of Arkansas/Little Rock	1,121,535	10,274	109.16
Appalachian State U/NC	1,839,539	10,204	180.28
Eastern Michigan U	1,670,652	10,185	82.77
East Tennessee State U	1,606,798	10,131	158.60
Pan American U/TX	1,838,514	10,012	183.63
U of South Alabama/AL	6,414,986*	9,900	647.98
California State U/Dominguez Hills	442,366	9,351	97.31
William Paterson C/NJ	224,266	9,200	24.38
Southeast Missouri State U/MO	1,030,910	9,058	113.81
U of North Carolina/Charlotte	1,923,787	9,027	213.67
Kearney State C/NE	377,270	8,972	42.05
U of Southern Maine/ME	200,010	8,839	24.89
Central Missouri State U	404,194	8,821	45.82
Trenton State C/NJ	467,516	8,652	54.04
Arkansas State U	671,827	8,446	79.54
State U of New York/Oswego	295,683	7,800	37.91
U of Wisconsin/Stout	926,940	7,730	119.91
Tennessee Technical U	969,827	7,628	127.14
Southeastern Massachusetts U/MA	664,232	7,544	88.05
Chicago State U/IL	97,268	7,504	12.96
State U of New York/Brockport	208,075	7,422	27.96

California State U/Humboldt	721,764	7,320	98.60
Murray State U/KY	1,517,231	7,115	213.24
Morehead State U/KY	450,819	7,115	79.16
Grand Valley State C/MI	2,717,473*	7,100	302.74
Tennessee State U	342,464	7,006	48.88
Jacksonville State U/AL	709,616	7,000	101.37
Radford U/VA	509,628	7,000	72.80
California State U/Sonoma	522,525	6,862	76.15
East Texas State U	540,861	6,850	78.96
South Dakota State U/SD	1,676,178	6,837	245.16
C of William and Mary/VA	$8,571,273*	6,676	1283.89
Millersville U/PA	867,970	6,628	130.96
Valdosta State C/GA	386,469	6,514	59.33
State U of New York/Cortland	280,490	6,491	43.21
U of Bloomsburg/PA	742,070	6,439	115.25
Jackson State U/MS	3,669,333*	6,425	571.10
Shippensburg U/PA	1,228,993	6,274	195.89
State U of New York/Plattsburgh	544,395	6,225	87.45
U of West Florida	561,816	6,222	90.30
Western Carolina U	1,230,394	6,188	198.84
West Georgia C	645,858	6,178	104.54
Moorhead State U/MN	318,767	6,074	52.48
Edinboro U/PA	403,845	5,849	69.05
State U of New York/Oneonta	161,535	5,706	28.31
Governors State U/IL	128,820	5,549	23.21
Pittsburg State U/KS	1,360,730	5,359	253.91
Emporia State U/KS	1,357,837	5,344	254.09
Winona State U/MN	753,431	5,339	141.12
U of Wisconsin/River Falls	266,754	5,326	50.09
Auburn U/Montgomery/AL	1,121,535	5,319	36.01
C of Charleston/SC	586,728	5,303	110.64
State U of New York/Geneseo	251,159	5,300	47.39
Texas A & I U	1,462,666	5,115	285.96
U of Wisconsin/Green Bay	741,546	5,061	146.52
U of Baltimore/MD	1,022,154	5,020	262.35
Saginaw Valley State C/MI	2,269,832*	4,970	456.71
Midwestern State U/TX	1,134,955	4,721	240.40
Salisbury State C/MD	381,193	4,708	80.97
Fitchburg State C/MA	1,172,200	4,700	249.40
Tarleton State U/TX	364,421	4,627	78.76
Prairie View A & M U/TX	747,538	4,626	161.59
Bemidji State U/MN	173,901	4,569	39.06
East Stroudsburg U/PA	149,349	4,223	35.37
State U of New York/Potsdam	377,468	4,182	90.26
Georgia C	544,037	3,940	138.08

Augusta C/GA	1,038,110	3,896	266.46
Columbus C/GA	2,593,333*	3,828	677.46
Frostburg State C/MD	153,900	3,715	41.43
U of Texas/Tyler	733,894	3,618	202.85
California State U/Stanislaus	407,008	3,256	125.00
Sangamon State U/IL	82,550	3,027	27.27
U of Wisconsin/Superior	183,036	2,900	63.12
Mansfield U/Pa	111,550	2,868	38.89
U of Guam/Guam	115,248	2,600	44.33
U of Montevalo/AL	456,906	2,569	117.85
Bowie State C/MD	143,978	2,524	58.04
State U of New York/Utica-Rome	179,789	2,491	72.18
Mississippi U For Women/MS	803,947	2,039	394.28
Adams State C/CO	520,682	2,026	257.00
U of Texas/Permian Basin	408,689	1,895	215.67

APPENDIX III

PITTSBURG STATE UNIVERSITY

THE ANNUAL FUND AND THE CAPITAL CAMPAIGN

Pittsburg State University engages in two specific fund raising programs. The first is the ANNUAL FUND and the second is the CAPITAL CAMPAIGN. All planning for the ANNUAL FUND is accomplished in the summer preceding the academic year. An Annual Development Conference is convened that includes the University officers (vice-presidents and academic deans), other selected University personnel including the Development Advisory Committee and the staff from the Division of Development and Public Relations. The President of the Pittsburg State University Foundation also attends the Annual Development Conference.

The CAMPAIGN FOR DISTINCTION is a comprehensive capital campaign which was announced in 1986. The Campaign was planned by special committes for each of the seven areas included in the effort. An overall Case Statement as well as specific Case Statements for each of the seven areas substantiates the needs.

THE ANNUAL FUND

The Annual Fund is the heart of the continuing private support of the University. It consists of the University Fund and the Athletic Fund. Each of these two has a distinct place in the efforts to secure private support for the University.

University Fund

There are several components of the University Fund as follows.

The Community Drive consists of a general solicitation of all faculty and staff, and the local community (in November). Corporate and foundation support outside Pittsburg and Kansas is also an important part of the University Fund.

The Direct Mail effort consists of three special mailings each year. The first in September is a letter from the University President giving a report on the University. The second letter in December goes to all who have not made a pledge or a gift by that time. The letter comes from the Foundation President. The third letter in March comes from the President

of the Alumni Association to all who have not made a pledge or gift by that time. The Department of Music also makes one special mailing to Friends of Music in the spring.

The Phonothon is conducted in February. It is an established group of Alumni and Friends who seem to prefer this contact. Some new non-donors are included for calling each year. There is some minimal overlap with the Community Drive.

The Athletic Fund

The Division of Development and Public Relations cooperates with the Department of Athletics in conducting the annual Athletic Fund drive. The Athletic Fund drive occurs in the later spring. Many in the community give both to the University Fund in the fall and the Athletic Fund in the spring. It would not be wise to combine these two fund-raising efforts.

THE CAPITAL CAMPAIGN FOR DISTINCTION

The Campaign For Distinction is the second area of development activity for the University. This is a one-time comprehensive capital campaign inaugurated in the spring of 1986 with a goal of $9,844,000. While several major donors have made gifts to the University for capital purposes to be used for endowed scholarships and facilities, the University has never gone to the local community in a capital campaign. In recent years, Pittsburg has supported capital campaigns for the hospital and for the YMCA.

The Campaign For Distinction is organized on a constituent basis of specially identified friends. There are three areas of this campaign that the community will be asked to consider in giving support. The University has decided to make the Athletic Capital Campaign (NOW IS THE TIME) the major community project at present. Because of high interest, the community will also be given the opportunity to support the special capital campaigns in Music and the FM Radio station. The remaining components of the Campaign For Distinction are largely constituent based in the alumni and special friends of the Schools involved (Arts and Sciences, Business and Economics, Education, and Technology and Applied Science). Strategic plans are formulated by each committee in conducting the CAMPAIGN FOR DISTINCTION.

12.11.86

APPENDIX IV

ORGANIZATIONS THAT CONTRIBUTED TO THE PSU FOUNDATION IN FY 87

NAME	AMOUNT
ALPHA SIGMA ALPHA ALUMNAE	369.10
AMERICAN LEGION	42.00
P. S. U. BASKETBALL BOOSTERS	450.00
CRAWFORD COUNTY BAR ASSOCIATION	250.00
DELTA MU DELTA CHI	250.00
FRONTENAC ROTARY CLUB	900.00
GAMMA UPSILON CHAPTER	50.00
GORILLA BOOSTER CLUB	2220.00
HARDWOOD VENEER ASSOCIATION	1000.00
HEART OF AMERICA HARDWARE CLUB	500.00
INTERNAL MEDICINE ASSOC.	400.00
KIWANIS CLUB OF PITTSBURG	650.00
KANSAS BETA SIGMA PHI	400.00
KS SOCIETY - CRIPPLED CHILDREN	1300.00
MISC ORGANIZATIONS	497.50
MOUNT CARMEL AUXILIARY	1200.00
OMICRON DELTA EPSILON	200.00
OZARK GATEWAY AUDUBON SOCIETY	75.00
PITTSBURG LIONS CLUB	100.00
ROTARY CLUB OF PITTSBURG	1925.00
PSU FACULTY ASSOCIATION	45.00
PSU NURSING FACULTY	20.00
SOUTHEAST KS LIBRARY SYSTEM	1870.00
TOTAL	$14,714.00

APPENDIX V

MATCHING COMPANIES THAT MATCHED CONTRIBUTIONS
TO THE PSU FOUNDATION IN FY 87

NAME	AMOUNT
A T & T LONG LINES DEPARTMENT	615.00
ABBOTT LABORATORIES FUND	100.00
AETNA LIFE & CASUALTY	417.91
ALLIED FOUNDATION	680.00
THE ALLSTATE FOUNDATION	20.00
AMERICAN AIRLINES	70.00
AMERICAN EXPRESS FOUNDATION	100.00
AMERICAN HOSPITAL SUPPLY CORP	25.00
AMERICAN STATES LIFE INSURANCE	300.00
AMERICAN TELEVISION & COMMUNIC	40.00
AMERITRUST	100.00
AMOCO FOUNDATION INC.	400.00
AMP INC.	25.00
ARA SERVICES	125.00
ARTHUR YOUNG FOUNDATION	350.00
ATLANTIC RICHFIELD	134.00
BALL COMPANY CORP HDQTRS	50.00
BANK ONE	50.00
BANKERS LIFE	50.00
BANTA COMPANY FOUNDATION	25.00
BEATRICE FOODS CO.	225.00
BECHTEL FOUNDATION	150.00
BECTON DICKINSON FOUNDATION	25.00
BEECH AIRCRAFT FOUNDATION	50.00
THE BF GOODRICH COMPANY	200.00
BOEING COMPANY	1030.00
BURLINGTON NORTHERN FOUNDATION	100.00
BUSINESS MEN'S ASSURANCE	100.00
BUTLER MFG COMPANY	280.00
CBS INC.	50.00
CERTAINTEED CORPORATION	225.00
CHEVRON U S A INC.	500.00
THE CHRYSLER CORPORATION	2055.00
CITIES SERVICE FOUNDATION	1100.00
COLEMAN CHARITABLE TRUST INC.	100.00
COMBUSTION ENGINEERING INC.	125.00
CONOCO INC.	710.00
CONTINENTAL BANK FOUNDATION	500.00
THE CYCLOPS FOUNDATION	50.00
DEL MONTE CORPORATION	668.00
DELUXE CHECK PRINTERS FNDN	400.00
DIAMOND SHAMROCK CORPORATION	50.00
DIGITAL EQUIPMENT CORPORATION	20.00
DOW CHEMICAL COMPANY	50.00
ELI LILLY & COMPANY	250.00
EMERSON ELECTRIC CO.	25.00
EMPLOYERS REINSURANCE CORP.	25.00
EXXON EDUCATION FNDN	5850.00
FORD MOTOR COMPANY	1775.00

THE GARRETT CORPORATION	25.00
THE GATES RUBBER COMPANY	100.00
GENERAL DYNAMICS	125.00
GENERAL ELECTRIC FOUNDATION	50.00
GENERAL FOODS FNDN INC	200.00
GUY E. ATKINSON COMPANY	60.00
HALLMARK	645.00
HARTFORD INSURANCE COMPANY	20.00
THE HCA FOUNDATION	25.00
HERCULES INCORPORATED	450.00
HOLIDAY CORPORATION	500.00
HORMEL COMPANY	25.00
IBM	1040.00
IDS FINANCIAL SERVICES INC.	100.00
INGERSOLL-RAND COMPANY	55.00
J. C. PENNEY CO. INC.	100.00
JOHN DEERE	87.50
JOHNSON & JOHNSON FAMILY OF CO	50.00
KANSAS CITY SO. INDUSTRIES INC	1550.00
KERR-MCGEE FOUNDATION INC	100.00
K MART CORPORATION	50.00
KRAFT INC	100.00
LINCOLN NATIONAL CORP.	100.00
MARLEY COMPANY	200.00
MARTIN MARIETTA COMPANY	700.00
MAUPIN ENTERPRISES INC.	75.00
MC DONNELL DOUGLAS FOUNDATION	125.00
MERCK COMPANY	175.00
METROPOLITAN LIFE FOUNDATION	1000.00
MINNESOTA MINING & MFG FNDN	50.00
MISSOURI PUBLIC SERVICE CO	200.00
THE MITRE CORPORATION	50.00
MOBIL FOUNDATION INC.	400.00
MONSANTO FUND	275.00
MONTGOMERY WARD	820.00
MSI FOUNDATION	75.00
MUELLER COMPANY FOUNDATION	50.00
MUTUAL OF OMAHA INSURANCE CO.	350.00
NATIONAL MEDICAL ENTERPRISES	75.00
N C R FOUNDATION	100.00
NEW YORK TIMES COMPANY	1125.00
NORTHWEST ORIENT	50.00
OLIN CORPORATION CHARIT TRUST	100.00
OWENS-CORNING FIBERGLAS CORP.	75.00
OWENS-ILLINOIS	200.00
PACCAR FOUNDATION	38.00
PANHANDLE EASTERN PIPE LINE CO.	3160.00
PELLA ROLSCREEN FOUNDATION	100.00
PEPSICO FOUNDATION	50.00
PFIZER INC.	50.00
PHILLIPS PETROLEUM CO.	11310.00
PPG INDUSTRIES FOUNDATION	150.00
PRICE WATERHOUSE FOUNDATION	250.00
PRUDENTIAL FOUNDATION	330.00
R R DONNELLEY & SONS COMPANY	150.00
REVLON FOUNDATION INC	200.00
ROCKWELL INTERNATIONAL	150.00

SANTA FE INDUSTRIES FOUNDATION	50.00
SARA LEE FOUNDATION	50.00
SEALRIGHT-OSWEGO FALLS FNDN	525.00
SECURITY BENEFIT PLAN	125.00
SHELL COMPANIES FOUNDATION INC	100.00
SOUTHERN BELL CENTER	50.00
SOUTHWESTERN BELL	2995.00
STANDARD OIL COMPANY	250.00
STATE FARM COMPANY FNDN	100.00
STAUFFER COMMUNICATIONS	400.00
TANDY CORPORATION	100.00
TEXACO INC.	1000.00
TEXAS INSTRUMENTS FNDN CORP	175.00
TEXTRON INC.	150.00
TOYOTA MOTOR SALES USA INC.	420.00
TRANSAMERICA CORPORATION	2025.00
UFE THERMOPLASTICS CORPORATION	50.00
UNION PACIFIC CORPORATION	50.00
US GYPSUM FOUNDATION	50.00
U S STEEL FOUNDATION INC	200.00
VISTA CHEMICAL COMPANY	50.00
WESTINGHOUSE EDUCATIONAL FNDN	150.00
WHIRLPOOL FOUNDATION	25.00
XEROX CORPORATION	25.00
YELLOW FREIGHT SYSTEM INC.	340.00
ZURN INDUSTRIES INC.	1225.00
TOTAL	$58,810.41

APPENDIX VI

BUSINESS CONTRIBUTORS TO THE P S U FOUNDATION
FOR FISCAL YEAR 1987

NAME

AAA CLUB TRAVEL AGENCY INC.
ACE FORMS
ACE HARDWARE
ACME FOUNDRY INC.
ADRIAN BANK
ALGOMA HARDWOODS INC.
ALL-QUIP RENTAL & SALES INC
ALTERNATE FUELS INC.
AMERICAN CONCRETE CO. INC.
AMERICAN FAMILY INSURANCE
ANDERSON TRADING INC.
ANGWIN RYAN STANLEY INC.
ANTHONY STEVENS FLORAL
ARCHITECTURAL MILLWORK INC.
ARCO PIPELINE COMPANY
ARCWAYS INC.
ARMA DRUG INC.
AUGUST RUA INSURANCE AGENCY
B & L SHEET METAL
BALL SUPPLY CO
BANK IV OF PITTSBURG
BANK OF MINDEN
BARTO'S ENTERPRISES
BATH - NAYLOR INC.
BEASLEY'S INC
VERNON BERKEY & S. DEAN PAPP
BIRDS EYE VENEER COMPANY
BLUMER & STANTON INC.
BOB'S GRILL
BOEHM MADISEN LUMBER CO. INC.
BOWLUS SCHOOL SUPPLY IND.
BRENEMAN AUTO PARTS INC.
BRENNER MORTUARY
BROADWAY REALTY INC-CENTURY 21
BUD'S JEWELRY
BUD'S PITTSBURG TIRE INC
BUZZ PRINT
CALDWELL & CALDWELL
CASH GRAIN & FEED COMPANY
CASTLE & COOKE INC.
CENTENNIAL ABSTRACT CO. INC.
CHAMPION INTERNATIONAL CORP
CHESTER B. STEM INCORPORATED
CHICKEN ANNIE'S ORIGINAL INC.
PICHLER'S CHICKEN ANNIE'S
CHICKEN MARY'S

CITY NATIONAL BANK
COLDWELL BANKER REALTY
CONVENIENT FOOD MART
CONVENIENT LAUNDROMAT
CRAW - KAN TELEPHONE COOP
CREMER'S MONUMENT COMPANY INC
CROWELL DRUG CO.
CUSTOM WOOD PRODUCTS INC.
DATA PROC MGT - JOHN KEDZUF
DEGASPERI & ASSOCIATES
DEILL CONSTRUCTION CO. INC.
DELTA INTERNATIONAL MACHINERY
DICK'S LECTRONICS INC.
W S DICKEY MFG CO
DITTMANN INSURANCE AGENCY
DUNAWAY VETERINARY HOSPITAL
DUNHILL OF JOPLIN INC.
DYCO INC.
EARL'S MEMORIAL HOME INC.
ELECTRONIX SYSTEMS MIDWEST
11-0-6 DRIVE IN
ENGELMAN' S JEWELRY
EVANS LIQUOR STORE
EVERYTHING AUTOMOTIVE INC
THE EXTRA INN
FARMERS GROUP INC.
TIMOTHY L. FIELDER ATTORNEY
FIRST FEDERAL SAVINGS & LOAN
FIRST STATE BANK & TRUST
FLEMING PETROLEUM COMPANY
FORCE MACHINERY COMPANY
FORMS MFG CO
FORMS ONE
FORT SCOTT INN 500
FRISKEL FUNERAL HOME
FRONTENAC BAKERY
FRONTENAC EXPRESS
FUNK COMPANY
G & S MUSIC STORE
THE GARDEN SHOP
GAYDEN SHELL PHOTOGRAPHY
GEMINI LACQUERS INC.
GILL'S OIL & TIRE INC.
GIRARD ITCO
GIRARD NATIONAL BANK
THE GROBER COMPANY
GUTTERIDGE PHARMACY
GUY'S SHOP
H & H AGENCY INC.
HARRY'S CAFE INC
HARVEST BRANDS INC.
HAZLEWOOD'S 311 CLUB
HEARTLAND REALTORS

THE HERITAGE AGENCY
HOFER INC.
HOLIDAY INN OF PITTSBURG
ROBERT S HUEBNER M D
HUEBNER MOTORS INC
DAVID F. HUERTER M. D.
J & M SERVICE
JACKSON ELECTRIC INC.
J. C. PENNEY CO. INC.
JERRY'S HAIR STYLES
THE JOCK'S NITCH
JOHN'S SPORTS CENTER
JONES REALTY
K M O VIDEO
K W BROCK DIRECTORIES INC
KANSAS TEACHERS CREDIT UNION
KEITH'S MARKET INC.
KEN BEARLY MOTORS INC.
KENNETTS PAINT & WALLPAPER INC
K K O W BROADCASTING STATION
THE LEMON TREE INC.
LINDBURG DRUG INC.
LIST & CLARK CONSTRUCTION CO.
LITHO SUPPLY COMPANY
LOY & LOY ATTORNEYS AT LAW
M & M MOTORS INC.
MACKIE CLEMENS FUEL COMPANY
MAGIC MIRROR & GLASS COMPANY
THE MALL DELI
MALLE SERVICE & SUPPLY
MARRONE'S INC
MARTIN K EBY CONSTRUCTION CO
MASTER CHEMICAL CORPORATION
MCCARTNEY MANUFACTURING CO INC
MCDONALD PHOTOGRAPHY INC.
MCDONALD'S RESTAURANTS
MCNALLY PITTSBURG INC.
MENGHINI & MENGHINI ATTYS
MENGHINI BROS DISTR INC
MID AMERICA FED SAV & LOAN
MID AMERICA FED SAV & LOAN
MIDWEST MINERALS INC.
MIDWEST SALES ENGINEERING
MIDWEST TANK COMPANY
MIKE LOY AND COMPANY CPA'S
MINERS STATE BANK
MITCHELL CONTRACTING CO. INC.
MOORE'S INC.
NATIONAL ASSOCIATION OF STORE
NATIONAL PIZZA COMPANY
NELSON INSURANCE & REAL ESTATE
DR & MRS RODNEY K. ODGERS
OLER CASEY & DENNETT CPA' S

OTTO'S CAFE
THE OVERHEAD DOOR COMPANY
MR RANDALL D. PALMER
PALMER LAW FIRM ATTYS AT LAW
PEAT MARWICK & MITCHELL
PERFECTION FORMS CORP.
PHILLIPS PETROLEUM CO
PITSCO
PITT PLASTICS INC.
PITTCRAFT PRINTING
PITTSBURG ALUMINUM INC.
PITTSBURG AUTOMOTIVE SUPPLY CO
PITTSBURG CABLE TV INC.
PITTSBURG FORD MERCURY
PITTSBURG STEEL AND MFG
PITZER INCORPORATED
POLI TRON INC.
QUALITY FLOOR & WALL COVERING
R. S. BACON VENEER COMPANY
R & R EQUIPMENT CO.
RADELL CONSTRUCTION CO
RALPH WILSON PLASTICS CO.
RAMSAY'S
RAY SHEPHERD MOTORS INC.
ROCKING K INC.
RODGERS LITHO
ROITZ OIL COMPANY
DR. ROGER SCHLEMMER
SCHLON APARTMENTS
SERFCO TERMITE & PEST CONTROL
SIXTY SIX FOOD MART
SOCIETY OF PLASTICS INDUSTRY
STAHL'S MARKET
THE STONEMAN COMPANY LTD.
SUBA MFG INC.
SUPERIOR PRINTING
THOMAS AND SON INC
TIMESAVERS INC.
TOPCO LAMINATES INC.
TOWNSMAN MOTEL
TRI-STATE BUILDING AND SUPPLY
TROJAN PRESS INC.
TRUE VALUE HOME CENTER
TWIDS SPORTING GOODS
UTERMOEHLEN TRUCKING INC.
VALLEY DISTRIBUTORS INC.
VANCE PUBLISHING COMPANY
VAN TASSEL INC.
VILLAGE ELECTRIC COMPANY
WALT PANNECK MEN'S WEAR
WENDY'S OF PITTSBURG
MR. MARK WERNER ATTORNEY

WESTERN SIZZLIN STEAK HOUSE
WHEELER & MITCHELSON
ROBERT L. WHITE P.A.
WILBERT REALTY
WOOD REALTORS
DR. & MRS. TALAAT E. YAGHMOUR
DR CHARLES F YOUVAN
DR. & MRS. KENNETH ZABEL

TOTAL $126,649.43

IN-KIND CONTRIBUTORS TO THE PSU FOUNDATION
FISCAL YEAR 1987

NAME	DESCRIPTION	DEPARTMENT
A-1 SYSTEMS CORPORATION	CONTRACTOR III SFTWR	ENGINEERING TEC
ALGOMA HARDWOODS INC.	VENEERS & LUMBER	IND ARTS & TECH
DR. & MRS. C. RAY BAIRD	PROFESSIONAL LIBRARY	PSYCHOLOGY & CO
BAKERS HEATING & AIR COND	25 FURNACE MOTORS	TECH EDUC CENTE
BARR MULLIN INC.	2 VCR TAPES	IND ARTS & TECH
BILL KAISER COMPANY	SEWING MACHINE GUARD	IND ARTS & TECH
MR. & MRS. ROBERT E. BRADLEY	LEARNING PROGRAMS	IND ARTS & TECH
MR. & MRS. GARY K. CARLAT	EMERSON WINDOW UNIT	TECH EDUC CENTE
CAROLINA COLOR CORPORATION	10 LBS CARBON BLACK	ENGINEERING TEC
W. P . CARPINO DPM PA.	MEDICAL SERVICES	MENS ATHLETICS
THE CHRYSLER CORPORATION	86 FIFTH AVENUE	IND ARTS & TECH
JUDITH CLARK	WALNUT OFFICE DESK	VP DEV & PUBLIC
CORNWELL AUTOMATION	CABINET SOFTWARE	IND ARTS & TECH
DELTA INDUSTRIES	HARDWARE	IND ARTS & TECH
DELUXE CHECK PRINTERS	13 DEC COMPUTERS	PRINTING
DELUXE CHECK PRINTERS	2 DEC COMPUTERS	PRINTING
MR. PHIL DENEVE	CHICKERING PIANO	MUSIC
DEVILBISS	SPRAY BOOTH	IND ARTS & TECH
DISPLAY SYSTEMS INC.	DISPLAY PANELS	IND ARTS & TECH
DML COMPANY	14" SAW BLADE	IND ARTS & TECH
E.I.DUPONT DENEMOURS & CO.	1200 SHEETS FILM	PRINTING
EARL CAMPBELL INDUSTRIAL FIN	LACQUER THINNERS	IND ARTS & TECH
MR & MRS GORDON W ELLIOTT	TELESCOPE	PHYSICS
FORD MOTOR COMPANY	EQUIPMENT	IND ARTS & TECH
FORD MOTOR COMPANY	1986 MERCURY SABLE	TECH EDUC CENTE
FORD MOTOR COMPANY	SPRAY BOOTH	IND ARTS & TECH
FORMICA CORPORATION	FORMICA	IND ARTS & TECH
MR. & MRS. STEPHEN L. GASH	RESEARCH LIBRARY	BIOLOGICAL SCIE
GENERAL MOTORS TRAINING CTR	87 OLDS DELTA 88	IND ARTS & TECH
GOTT INC.	WOOD ROUTER	IND ARTS & TECH
GRACO INCORPORATED	AIRLESS CUT AWAYS	IND ARTS & TECH
HAGMAN CANDY CO.	IBM SYSTEM 34	ENGINEERING TEC
HEWLETT PACKARD	HP 1000 COMPUTER SYS	DEAN TECH & APL
HEWLETT PACKARD CO	HP 9845B COMPUTER	ENGINEERING TEC
INTEL CORPORATION ACADEM REL	12 NUM CO PROCESSORS	DEAN TECH & APL
INTEL CORPORATION ACADEM REL	10 DESIGN KITS	ENGINEERING TEC
KEEP IT SIMPLE SOFTWARE	REPAIR SHOP SOFTWARE	IND ARTS & TECH
DR. & MRS. RALPH W. KELTING	EXACTA CAMERA TUBES	BIOLOGICAL SCIE
KENNEDY MFG.	VERSA CART & ACCESS	ENGINEERING TEC
LASER - TECHNICAL INSTRUMENTS	LASER GUIDE LIGHT	IND ARTS & TECH
LEITZ TOOLING SYSTEMS INC.	TOOLINGS	IND ARTS & TECH
LIBRARY BOOK DONORS	LIBRARY BOOKS	LIBRARY SERVICE
LIST & CLARK CONSTRUCTION CO.	TRANS OF CNC ROUTER	IND ARTS & TECH
MASTER CHEMICAL CORPORATION	5 GALS COOLANT	ENGINEERING TEC
MR. JOHN L. MCCULLOUGH	31 ALFA ROMEO KIT	IND ARTS & TECH
DR. & MRS. GARY L. MC GRATH	APLE II MONTR DRIVE	MATHEMATICS

MR & MRS EDWARD T MCNALLY	2 CAMERAS	VP DEV & PUBLIC
MESSENGER LBR & MILL CONST CO.	ROOFING SHINGLES	BIOLOGICAL SCIE
MID-AMERICA ROLLER	PRINTING ROLLERS	PRINTING
MID-CON LABORATORIES	FERACELL & FERMENTOR	BIOLOGICAL SCIE
MILLER COOPER	266 LBS PRINTING INK	PRINTING
THE MORNING SUN	ADVERTISING SPACE	MENS ATHLETICS
MOTOROLA INC.	2 MC6HC11 EVAL BRDS	ENGINEERING TEC
DR & MRS ERNEST H. NEIGHBOR	FEE-GAME ATTENDANCE	MENS ATHLETICS
NEW ENGLAND NEWSPAPER SUPPLY	PHOTOGRAPHIC PAPER	PRINTING
OCCIDENTAL CHEMICAL CORP	250 LBS THERMO MATLS	ENGINEERING TEC
OSAWATOMIE PUBLIC SCHOOLS	BALDWIN GRAND PIANO	MUSIC
STUART OWSLEY AND ASSOCIATES	83 & 84 SWEETS CATLG	DEAN TECH & APL
PAUL GARNDER COMPANY	CATALOGS & SUPPLIES	IND ARTS & TECH
PEPSI COLA BOTTLING COMPANY	FREE PEPSI	MENS ATHLETICS
PMS CONSOLIDATED	3 CAVITY MOLD	ENGINEERING TEC
PORTE PUBLISHING COMPANY	15 FRANKLIN CATALOGS	PRINTING
PRESTRESSED CASTING COMPANY	CONCRETE MANUALS	ENGINEERING TEC
PRIME COMPUTERS	DATABASE GRANT	COMPUTER SCIENC
PRINTING INDUSTRIES OF AMERICA	'85 RATIO STUDIES	PRINTING
RAINHART COMPANY	MATCHPLATE PATTERN	IND ARTS & TECH
RAM SYSTEMS INC.	SERVICE AGREEMENT	PRINTING
DR. WILLIAM J. REALS	156.39 ACRES LAND	BIOLOGICAL SCIE
MR & MRS MELVIN L. RUPARD	225 LBS BRONZE	IND ARTS & TECH
LOIS SCOFIELD	PATIENT LIFT & SEAT	NURSING
3 M CORPORATION	PLATES CLR & TRN KEY	PRINTING
TIMESAVERS INC.	RATE BLDRS SOFTWARE	PRINTING
DR. & MRS. JAMES R. TRIPLETT	PET CARRIER	BIOLOGICAL SCIE
UNICOR FEDERAL PRISON INDUSTRY	WOOD WELDER	IND ARTS & TECH
UNICOR FEDERAL PRISON INDUSTRY	PINCH ROLLER	IND ARTS & TECH
UNICOR FEDERAL PRISON INDUSTRY	SPINDLE CARVER	IND ARTS & TECH
VICKERS INC.	ROBOTIC WELDER	TECH EDUC CENTE
VSM ABRASIVE CORPORATION	ABRASIVE BELT&SHEET	IND ARTS & TECH
WALMART	PET CARRIER	BIOLOGICAL SCIE
WENDY'S OF PITTSBURG	RESERVED SEAT TICKET	MENS ATHLETICS
WHITE GRAPHICS SYSTEM	134 GALS INK	PRINTING
WHITE GRAPHICS SYSTEM	500 GALS SILK SC PNT	ART
WILCOX COMPANY	ELECTRONIC PARTS	DEAN TECH & APL
MR. HARVEY YOUNG	65 CASE DEISEL LOADR	TECH EDUC CENTE
DR. & MRS. KENNETH ZABEL	FEE-GAME ATTENDANCE	MENS ATHLETICS

APPENDIX VII

LIST OF BEQUESTS TO PITTSBURG STATE UNIVERSITY

Date	Name of Estate	Amount Distributed	Purpose
01/10/57	Barney Baker	$ 8,745.82	Scholarship
	TOTAL FY 1957	$ 8,745.82	
04/08/63	Lillian Bell	$ 1,500.00	United Student Aid Funds
	TOTAL FY 1963	$ 1,500.00	
12/04/63	Hazel Cook Spencer	$ 3,000.00	Natl. Defense Student Loans
01/13/64	Ann Dellinger	5,000.00	Added to principal of an already established Otis Polk Dellinger Fund
	TOTAL FY 1964	$ 8,000.00	
03/04/65	Jessie M. Overman	$ 9,504.54	Elbert Overman (her son) Scholarship Fund
06/24/65	Mary Kern Martin	2,920.79	Home Economics Scholarship
	TOTAL FY 1965	$ 12,425.33	
10/06/70	Margaret Coventry	$ 2,000.00	Home Economics & Chemistry Scholarships
06/10/71	Clyde & Fern Phillips	6,000.00	School of Education Schol.
	TOTAL FY 1971	$ 8,000.00	
10/00/71	F.W./Pearl Brinkeroff	$ 10,000.00	History Scholarships
11/00/71	Andrew Brooks	35,047.83	Unrestricted
	TOTAL FY 1972	$ 45,047.83	
11/13/72	Jay N. Patmor	$ 5,000.00	Memorial Fund in honor of his mother, B.A. Patmor Used for loans or grants
12/20/72	Iva Leist Pennington	500.00	Deposited in Clyde Leist Biology Scholarship Fund
	TOTAL FY 1973	$ 5,500.00	

11/14/73	Dorothy M. McPherson	$463,419.00	Construction of the McPherson Nursing Bldg.
01/07/74	Albert B. Norwood	2,561.82	Albert & Cora Reese Norwood Memorial Schol. and Loan Fund
02/08/74	Pearl Brinkeroff	4,536.10	History Scholarship
	TOTAL FY 1974	$470,517.00	
07/08/74	Cash M. Russ	$ 5,375.74	Student Loan Fund
12/00/74	Ruth R. Luecke	500.00	
	TOTAL FY 1975	$ 5,875.74	
09/15/75	Cash M. Russ	$ 978.49	Student Loan Fund
	TOTAL FY 1976	$ 978.49	
02/00/77	Maude Potts Wilcox	$ 10,000.00	Scholarships
	TOTAL FY 1977	$ 10,000.00	
07/00/77	Cash M. Russ	$ 5,375.74	Student Loan Funds
04/27/78	Alberta M. Bertino	3,123.22	Scholarship
	TOTAL FY 1978	$ 8,498.96	
11/17/78	Bonnie Stuart	$ 5,000.00	John F. Beasley Fund
04/00/79	Jane Carroll	6,814.58	Jane Carroll Scholarship in Education
	TOTAL FY 1979	$ 11,814.58	
08/00/79	Jack Borders	$ 52,000.00	Scholarship in honor of VanHercke sisters
10/00/79	Alice F. Pelsma	5,000.00	Debate Scholarship in honor of John & Alice Pelsma
10/08/79	Norman E. Saxer	2,000.00	Norman Saxer Memorial Scholarship Fund
12/18/79	Jack Borders	100,000.00	VanHercke Memorial Schol.
01/28/80	Jack Borders	52,000.00	VanHercke Memorial Schol.
	TOTAL FY 1980	$211,000.00	

07/31/80	Jack Borders	$ 36,000.00	VanHercke Memorial Schol.
10/02/80	Jack Borders	40,000.00	VanHercke Memorial Schol.
01/00/81	Miss Mattie Bogue*	2,000.00	*Testamentary trust that pays $100 per year for 20 years
	TOTAL FY 1981	$ 78,000.00	
07/21/81	E. Louise Gibson	$ 7,000.00	Louise Gibson Home Ec Schol
07/26/81	Jack Borders	36,000.00	VanHercke Memorial Schol.
10/04/81	Belle Provorse	6,000.00	Business Dept. Scholarship
10/21/81	Ethel Atkinson	9,263.45	Nursing Degree Program
12/19/81	Jack Borders	20,000.00	VanHercke Memorial Schol.
01/14/82	Jack Borders	28,474.49	VanHercke Memorial Schol.
	TOTAL FY 1982	$106,737.94	
08/12/82	Nellie E. Knight	$ 39,802.24	Scholarship Fund
01/04/83	Geneva R. Conner	5,000.00	Scholarship
01/11/83	Isadore DeLappe **	5,000.00	Isadore DeLappe Nursing Sch
01/11/83	Isadore DeLappe **	25,000.00	Isadore DeLappe General Sch
04/19/83	Jack Borders	294.98	
	TOTAL FY 1983	$ 75,097.22	
10/19/83	Mary Molek	$ 42,314.58	Special Collections/Library
06/20/84	Kathryn S. Woody	39,358.44	Scholarship
	TOTAL FY 1984	$ 81,673.02	
02/21/85	Delores D. Bachman	$ 7,790.17	Social Work Dept. Schol.
04/02/85	Elizabeth Cochran	800.00	Went into established endowed fund
	TOTAL FY 1985	$ 8,590.17	
07/23/85	Jack Borders	$ 1,555.19	VanHercke Memorial Schol.
12/09/85	Gladys Kelce Trust	100,000.00	Maintenance of Kelce Plan
05/21/86	Florence Toedman	5,000.00	
	TOTAL FY 1986	$106,555.19	

10/03/86	Martha Pate	$ 5,000.00	Music Scholarship
11/24/86	Elizabeth McFarland	9,030.78	General Loan Fund
01/00/87	Mr/Mrs Walter McCray	25,000.00	Virginia & Walter McCray Scholarship Fund
02/13/87	Frank Pierson	$ 28,106.23	Mathematics Scholarship
03/02/87	Mr/Mrs Walter McCray	20,000.00	McCray Music Scholarship
04/00/87	Mary Oberholtzer	102,000.00	Scholarships-Physical Science or Vocational Technical departments
05/07/87	Mary Oberholtzer	17,298.75	Scholarships-Physical Science or Vocational Technical Departments
	TOTAL FY 1987	$206,435.76	
07/21/87	Mary Oberholtzer	$111,088.77	Scholarships-Physical Science or Vocational Technical Departments
07/27/87	Christine Dolechek	$150,000.00	Unrestricted

** Bequest also included an estate estimated at $300,000 to which the aforementioned scholarship funds received 2/7 of the interest off of the $300,000 principal quarterly

APPENDIX VIII

INFORMATION ABOUT THE NINTH ANNUAL PHONOTHON

PITTSBURG STATE UNIVERSITY - 1987

1. During each of the sixteen nights and four Sunday afternoons in Pittsburg there were approximately ten callers at each session. The callers in Pittsburg included alumni, faculty, students, and friends of the University. One night Phonothons were held in the following cities: Bartlesville, Kansas City, Tulsa, Wichita, and Dallas-Ft. Worth. A special thanks goes to the following alumni in arranging for the Phonothon in their cities: Pearl Lowrey, Bartlesville; Sam Reda, Dallas-Ft. Worth; Gail Parris, Kansas City; Lee Crawley, Tulsa; and Dick Fortner, Wichita.

2. A total of twelve student organizations participated in one night of calling. Those calling included the following: Accounting Association, Associated General Contractors, Biology Club, Kappa Mu Epsilon, Lambda Chi Alpha, Marketing Club, Newman Club, Omicron Delta Kappa, Psi Chi, ROTC, Sigma Chi, and Student Home Economics Association. The five top pledge raisers were Lambda Chi Alpha, Sigma Chi, Associated General Contractors, Accounting Association, and Kappa Mu Epsilon. Campus organization awards will be based on actual cash dollars received as of May 1, 1987.

3. Alumni teams under the leadership of those indicated came from the following cities to the Pittsburg phonothon center to serve as callers on a Sunday afternoon -- Columbus, Carl Daugherty; Fort Scott, Tex Crutcher; and Parsons, Jay Westervelt. We appreciate the teams' willingness to give up a Sunday afternoon to serve as callers.

4. The following alumni, faculty and friends of the University serving as callers raised at least $1,000 or more. Students who called for one night and raised at least $250 are also listed. They are arranged in alphabetical order.

Raised $2,000 and over

Ken Bateman
Doug Beach, Prairie Village
Alex Bednekoff
Rex Crowley
Jerry Fanska, Olathe
George Graham
Leland Keller
John Kreissler
Helen Kriegsman
Andrew Mamalis, Prairie Village
Reid McKinney
Glen McLaren
Harold Thomas
Ralf J. Thomas

Raised from $1,000 to $2,000

Dean Bishop
Robert Bradley
Tom Bryant
Peggy Clark, Fort Scott
Forrest Coltharp
Henry Crouch
Harry Cuendet
Frankie Dunnick, Girard
Ken Gordon
John Grasso
Steve Henderson
Richard Jacques
Pearl Lowrey, Bartlesville
Terry Mendenhall
Calvin Neptune
Jack Overman
Gail Parris, Shawnee Mission
Vic Sullivan
Jim Turner
Jay Westervelt, Parsons

Students Who Raised $250 or more

Keith Abbott
Marcia Allmond
David Blessant
John Chaney
Steve Crutchfield
Mark Dorsey
Darbi Frieden
Mike Hinman
Mike Horgan
Jim Kelly
Donna Luellen
Cary Nafziger
June Rickman
Burt Tabor

Pittsburg State University
Alumni Relations • Pittsburg, Kansas 66762 • 316/231-7000, Ext 4759

Memorandum to : Donald Widner, President, Pittsburg State University Foundation
Joseph Smoot, Vice President for Development & Public Relations

From: Kenneth K. Bateman & Ralf J. Thomas
Co-Chairmen, 1987 PSU Foundation Phonothon

Subject: Report of the 1987 Foundation Phonothon

Listed is a report on the day-to-day status of the 1987 Pittsburg State University Foundation Phonothon. It includes sixteen nights and four Sunday afternoons at the Alumni Center in Pittsburg and one night each in the following cities: Bartlesville, Kansas City, Tulsa, Wichita, and Dallas-Ft. Worth.

The 1987 Phonothon experienced an increase of approximately 17% over last year's total pledges. The average pledge this year was $53.00 (last year it was $48.00). Completed telephone calls provided a personal contact with over 3,300 alumni who made pledges, many of whom were most interested in hearing from their alma mater.
This represents seventy-one per cent of the total calls completed.

We especially appreciate the cooperation on the part of approximately 200 alumni, faculty, students and friends of the University who volunteered their time to serve as callers or helpers with the paper work involved with the 1987 Phonothon.

Weeks	Total Calls Compl.	Number Def. Pledges	Total Amount Pledges	No. Def. Amount Pledged	Maybe's	No. of No's or Unable to give	Already given	Do Not Contact
February								
1-K.C.area	337	253	$ 14,785.00	12	9	40	20	3
3-Wichita	136	79	2,760.00	22	6	22	6	1
5-Tulsa	92	48	3,225.00	11	2	23	7	1
Total	565	380	$ 20,770.00	45	17	85	33	5
First Week								
8(Aft)	223	118	$ 7,445.00	26	12	39	23	5
8(Eve)	152	152	12,525.00	Combined above with afternoon				
9	204	113	5,710.00	16	7	45	15	8
10	187	93	3,770.00	15	6	66	3	4
11	183	80	3,140.00	36	9	43	12	3
12	274	167	5,460.00	17	16	69	2	3
Total	1,223	723	$ 38,050.00	110	50	262	55	23
Second Week								
15(Aft)	175	69	4,045.00	40	9	41	12	4
15(Eve)	148	148	9,920.00	Combined above with afternoon				
16	191	110	5,920.00	16	9	45	7	4
17	237	121	5,735.00	34	7	61	10	4
18	244	132	6,487.00	17	12	67	8	8
19	196	114	5,050.00	18	7	47	4	6
Total	1,191	694	$ 37,157.00	125	44	261	41	26

Weeks	Total Calls Compl.	Number Def. Pledges	Total Amount Pledges	No. Def. Amount Pledged	Maybe's	No. of No's or Unable to give	Already given	Do Not Contact
Third Week								
22(Aft)	269	132	6,037.00	35	7	64	11	20
22(Eve)	147	147	6,160.00	Combined above with afternoon				
23	208	120	5,220.00	34	2	39	10	3
24	192	101	4,400.00	29	8	45	4	5
25	175	99	6,040.00	18	8	42	5	3
26	210	137	6,377.00	29	4	34	3	3
Total	1,201	736	$ 34,234.00	145	29	224	33	34
Fourth Week (March)								
1(Aft)	245	133	6,115.00	30	6	54	18	4
1(Eve)	119	119	8,746.00	Combined above with afternoon				
Total	364	252	$ 14,861.00	30	6	54	18	4
March 8								
Bartlesville	106	48	7,060.00	22	2	31	0	3
April 5 - Dallas/								
Ft. Worth	105	58	3,640.00	16	5	16	4	6
Clean-up	38	36	2,365.00	2				
GR TOTAL	4,793	2,927	$158,137.00	495	153	933	184	101

COMPARISON OF GRAND TOTALS----1981 to 1987

1981 - $ 51,768.50 1982 - $ 63,303.00 1983 - $ 83,321.00 1984 - $ 109,055.00

1985 - $119,275.00 1986 - $131,766.00 1987 - $158,137.00

COMPARISON OF ONE-NIGHT PHONOTHONS IN VARIOUS CITIES

Year	Bartlesville	Kansas City	Tulsa	Wichita	Dallas-Ft.Worth
1986	$ 4,160.00	$13,137.00	$4,430.00	$1,977.00	$ 2,805.00
1987	$ 7,060.00	$14,785.00	$3,225.00	$2,760.00	$ 3,640.00

APPENDIX IX

AN ACCOUNT OF THE EFFORTS TO ESTABLISH A PUBLIC RADIO STATION AT PITTSBURG STATE UNIVERSITY PITTSBURG, KANSAS

by

Joseph G. Smoot
Vice-President for Development and Public Relations

1. The first effort in recent years to establish a public radio station at Pittsburg State University occurred in the period 1977-1980. In 1977 President James Appleberry appointed a committee to study the possibility of establishing a radio station. That committee, chaired by Harold Loy, reported to President Appleberry on September 12, 1977, recommending the establishment of a 10-watt station to be supervised by the Department of Speech and Theater. Dr. C. Ray Baird, Vice-President for Administration, was asked to study the proposal for the University. Subsequently, the department submitted a proposal for funding on May 11, 1978, requesting $22,714 for equipment and $21,400 for personnel. Meanwhile, the Federal Communication Commission announced an indefinite freeze on 10-watt station applications on June 8, 1978. In July, 1978, the Kansas Board of Regents voted against the request for funding for a radio station.

2. The second effort to establish a public radio station began about the same time in the spring of 1977, when students began talking about a low-powered, student-operated station. President James Appleberry had discussed public radio with Delbert Shankel, Executive Vice-Chancellor at the University of Kansas. Subsequent discussions led to a meeting in Parsons, Kansas, with Keith Smith, radio program manager for the Corporation for Public Broadcasting, Howard Hill, manager of KANU-FM, Clyde Reed, publisher of the Parsons Sun, and President Appleberry. In the autumn of 1977, a joint decision was reached for Pittsburg State University and the University of Kansas to operate a public radio station at PSU. In January, 1978, a grant proposal was submitted to the Corporation for Public Broadcasting that was denied because the joint proposal did not meet eligibility criteria.

The Corporation for Public Broadcasting (CPB) developed new criteria effective October 1, 1978, for joint proposals. Under these new regulations, Pittsburg State University and the University of Kansas again submitted a proposal to the Corporation for Public Broadcasting for a six-month planning grant. In July, 1979, it was learned that the CPB would not fund this request. In October, 1979, Robert W. Thomas of the CPB visited Pittsburg State University. After his visit, plans for another joint KU-PSU proposal in 1980 were

delayed because of the need to work more with members of the legislature about the project. A final decision was reached in December, 1980, not to proceed with the joint radio project. PSU concluded that private fund-raising should be directed toward scholarship funds and not other University capital needs.

3. A third effort to provide public radio for Southeast Kansas was initiated in 1984 by KANU-FM of the University of Kansas to construct eight translators at Emporia, Independence, Junction City, Manhattan, Parsons, and Pittsburg, Kansas, at Joplin, Missouri, and at Bartlesville, Oklahoma. Pittsburg State University supported that request and has reiterated its support of the project on subsequent occasions.

The current effort of Pittsburg State University to establish public radio began in the summer of 1984 when President Donald W. Wilson asked Dr. Joseph G. Smoot, Vice-president for Development and Public Relations, to oversee the project. Since that time, the following developments have taken place.

(1). In August, 1984, Allen Steele, Director of WAUS-FM in Berrien Springs, Michigan, was invited to come to Pittsburg as a consultant. He visited the campus on September 11 and 12 and made a substantial report. The report included an analysis of existing public radio stations in the four-state region as well as University resources to operate the station. He suggested the need to search for a frequency, plan for a station operating budget, develop a proposed studio layout, and apply for a construction permit.

(2). Upon the recommendation of Thomas Beal, PSU alumnus and radio station booster, the University engaged John B. Heffelfinger, a consulting engineer in Kansas City, Missouri, to make a frequency search. He reported on October 29, 1984, that Channel 202 would "permit the use of 100 kw effective radiated power at a height of 500' above average terrain." There were no adjacent channel problems on channels 201, 203, 204, or 205.

(3). In order to secure the support of Pittsburg radio stations, an advisory group was organized to keep station managers apprised of University plans. A meeting was held on December 10, 1984, to acquaint the group with the progress thus far. At that meeting, the managers pointed out that a well-known consulting engineer from Wichita, Kansas, might be of help to the University in establishing the station. At the meeting of the committee on January 14, 1985, it was decided to engage Larry Waggoner of Wichita, Kansas, as consulting engineer. The committee also felt that Channel 202 would be the best frequency for the station. Mr. Waggoner was contacted on January 14, 1985,

and invited to submit a proposal to serve as consulting engineer. Mr. Waggoner's proposal was accepted on February 4, 1985.

(4). Meanwhile, the Federal Communication Commission placed a freeze, in December, 1984, on accepting applications for construction permits for new FM radio stations because of the problem of interference of FM frequencies with Channel 6 television stations. The problem especially affected stations operating at the lower end of the FM band on Channels 200 to 207. The ban was expected to last three to four months.

(5). Meanwhile, in late 1984 and during the spring of 1985, a successful fund-raising strategy secured support to cover start-up costs. A member of the President's Club gave $10,000 and two Kansas corporate foundations made grants of $15,000 and $5,000 respectively. In all, more than $30,000 was raised to cover start-up costs for the application process.

(6). The search for a tower site began by investigating the possibility of using the Natural History Reserve operated by the Department of Biology about ten miles southwest of Pittsburg for the location of the 500-foot tower. The department chairman and faculty graciously accommodated the University's request to locate the tower at the Reserve. On February 15, 1985, Larry Waggoner reported that an informal check with the Federal Aviation Administration indicated that they would approve a 500-foot tower in the area of the Natural History Reserve. An application was formally submitted on March 12, 1985, but was not approved. The FAA report of April 8, 1985, indicated that the maximum height for a tower on the Natural History Reserve would be 170 feet.

(7). Meanwhile, the search for a suitable frequency met with complications because of interference with a Channel 6 television station, KOTV, in Tulsa, Oklahoma. Channel 202 became unavailable at a 100,000-watt level because of the interference problem. Larry Waggoner identified on March 12, 1985, Channel 205 as PSU's best possibility; it could provide 29,000 watts and perhaps more. Accordingly, on April 29, 1985, a letter was sent to John Irvin, Manager of KOTV, requesting their concurrence with the University's plans to apply for a full 100,000-watt station on Channel 205. Mr. Irvin did not respond. On June 17, 1985, Mr. Irvin was contacted to see if he had a response to President Wilson's letter. He reported that he could not find the letter. On June 18, 1985, another copy of the letter was hand-delivered. Mr. Irvin sent the PSU concurrence request to KOTV's attorney. On July 15, 1985, he responded as follows:

"The results of our engineering counsel's study indicate that, based on the FCC's newly adopted rules, a Channel 205 facility with 100 kilowatts ERP at a height above average terrain of 500 feet would provide interference to KOTV. The distance from KOTV to the coordinates specified for your proposed station is 104.8 miles. Employing the undesired-to-desired ratio specific in the new rules and giving your proposed station an additional credit of 6db for receiving antenna directivity, as provided by the rules, your contour, which would be expected to cause interference within the Grade B contour of KOTV, extends a distance of 34 miles. The KOTV Grade B contour extends 79 miles; therefore, the interfering contour overlaps the KOTV Grade B contour by approximately eight miles.

"In order for you to satisfy the new rules, it will be necessary for you to analyze the population within the calculated interference zone. Population in excess of 3,000 will not be permitted unless the analysis shows that the KOTV interference area is within the city grade field strength contour of a TV broadcast station affiliated only with the CBS Television Network. This may in fact be the case with KOAM-TV, the CBS affiliate serving the Pittsburg/Joplin market. Once you have completed the study, and your application has been filed with the FCC, we will examine it carefully. If the application is in compliance with the new rules, and provides KOTV with the maximum amount of interference protection provided by the new rules, we will not be opposed to your application."

The Federal Communication Commission removed the freeze on accepting new applications to construct FM radio stations late in August, 1985. Missouri Southern State College, Joplin, Missouri, had been able to file their application for a low power 6.61 kw (6061-watt station with a 100-foot tower) and on September 12, 1985, Larry Waggoner reported that Channel 205 was no longer available to PSU because Missouri Southern State College had been granted Channel 204 and frequency protection is provided for up to three channels if there is an interference problem. It should be noted that since 1984, PSU has planned for a 100,000-watt station and has never established a goal to build a low-watt station with limited coverage.

In the memorandum of September 12, 1985, Larry Waggoner identified Channels 201 and 219 as possible channels for the PSU station. Channel 201 had serious problems with the Channel 6 television station, KOTV, and some slight interference with Missouri Southern's Channel 204 on the FM band. Channel 219 could carry a 10,000-watt station and 50,000 watts would be possible with a directional signal. This seemed to be the best possibility for Pittsburg State University. While considering this option, we still

attempted to search for a way to have the 100,000-watt station we had always envisioned.

(8). About this time the frequency search changed direction. The Weir Educational Broadcasting Foundation operated a low-power, 380-watt station on Channel 210, at 89.9 mzh using the call letters, KJWR-FM. The Chairman of the Board of Directors of the Foundation was Walter Dale, pastor of the Assembly of God Church in Weir, Kansas. On two occasions, Vice-President Joseph G. Smoot had conferred with leading Weir citizens about that station. It was a struggling operation. A Weir businessman investigated the situation discreetly for PSU and found that the Weir group would consider the possibility of selling the station. They were in debt for more than $40,000. Because Walter Dale had moved to Texas in October, it was difficult to find anyone to talk to about the station. The name of Dewayne Leyden was identified and he was contacted on November 15, 1985. He said that the group wanted to sell the station for $40,000 to $50,000. He gave Walter Dale's Texas telephone number. His telephone number and address were not generally known.

Dr. Smoot called Walter Dale on November 17, 1985. Mr. Dale clearly wanted to keep KJWR broadcasting as a religious station but did talk about the possibility of PSU assuming control of the Foundation. He agreed that he could be telephoned on November 24, 1985, to determine what his decision about selling would be. Meanwhile, the conversation with Dewayne Leyden had brought pressure on Walter Dale for when Mr. Dale was contacted on November 24, 1985, he was ready to sell. In fact, he wanted to transfer the station to the University as quickly as possible. He said several church members were anxious about the sale. He said that he would check with his employer and telephone to let us know when he could come to Kansas. He did not keep his promise. Dr. Smoot tried to reach him several times before Christmas but to no avail. On January 2, 1986, Dewayne Leyden agreed to get in touch with Walter Dale and ask him to telephone Vice-President Smoot since he had not done so. Mr. Dale still did not call. Finally, on January 12, 1986, Vice-President Smoot reached Walter Dale and learned that he did not want to sell the station. Later, Dr. Smoot found that Mr. Dale had transferred control of the station (at least the finances) to John Graves of Bay City, Texas, on December 23, 1985. Mr. Dale had been talking to Mr. Graves all along while also talking to Dr. Smoot. That appeared to be another blind alley for Pitt State's radio hopes.

In this phase of the negotiation, the University had engaged a Pittsburg attorney, J. B. Towner, to assist in the purchase of the station. In March, 1985, the University had engaged a consulting attorney in Washington, D.C., to help

in the filing of an application with the Federal Communication Commission. At first James M. Weitzman, associated with the law firm of Shrinsky, Weitzman, and Eisen, was assigned to the University; later Allan G. Moskowitz assumed that responsibility. On January 1, 1987, the partners of this firm joined the New York law firm of Kaye, Scholer, Fierman, Hays & Handler but continued their offices in Washington, D.C.

(9). Near the end of 1985, the question of a site for the tower had not been settled. When the Federal Aviation Administration denied a 500-foot tower on the Natural History Reserve on April 8, 1985, another site was investigated immediately. On April 9, 1985, James R. Triplett wrote concerning the donation of a tract of land by a prominent Wichita citizen, William Reals, for a nature education center. The land was located in Crawford County about a mile and a half northeast of Cherokee. A preliminary check with the FAA early in May, 1985, revealed that the land could be cleared for a tower site. Negotiations with the prospective donor progressed slowly. After considerable discussion, Dr. Reals came to Pittsburg for a meeting with University officers to offer the land. At that time, it was proposed to the donor that the radio tower be sited on the land. This proposal was rejected but several other alternative sites were offered. One just west of the property to be donated was considered and the donor agreed to donate the eight-acre tract on February 26, 1986, but later revoked that decision after the farmer managing the property objected. The donor then agreed to site the tower on the original track of land he proposed to give the University.

Another aspect of the tower problem was the possibility of a joint tower with Washburn University's KTWV-TV. Dr. Smoot began conversations with Dale Anderson, KTWV-TV manager, on November 6, 1985, to determine if a joint project could be feasible. Washburn University, located at Topeka, Kansas, had secured a construction grant in southeast Kansas for more than $200,000 to construct a tower to carry their signal in this area. In negotiating for a channel, they met with ill success and finally early in April, 1986, learned that they could get only a temporary channel assignment. This caused them to lose their construction grant. The University had agreed to permit KTWV-TV to build their tower on the University property to be secured for the FM radio station tower.

(10). By March, 1986, the best option available for a frequency was Channel 219. The decision was reached to file immediately for a 10,000-watt station with a 500-foot tower and later increase this to 50,000 watts in a directional signal. An application was prepared for this option on

March 26, 1986. In a final check with station Z103-FM in Joplin, Missouri, it was discovered that they were protected by a ten-mile buffer zone in addition to the regular 40-kilometer provision so far as frequency interference. The site for PSU's tower, just settled a few days before, would require a slight waiver of the 40-kilometer rule. In checking with the station manager, however, it was learned that they intended to exercise their option under the additional 10-mile buffer zone and construct a 1000-foot tower in the Weir, Kansas, vicinity. This ended any hope of filing for Channel 219.

(11). This turn of events left PSU with only two frequency possibilities. These were Channels 201 and 210. Because Channel 201 could be used for only about 10,000 watts with a tower site in the southern part of Crawford County, it became necessary to consider once more Channel 210 (KJWR-FM) with its potential for 100,000 watts. Early in April, 1986, consideration was given to filing an application for Channel 210 along with an Order To Show Cause why it should not be reassigned to Pittsburg State University. Considerable work was done on a statement supporting the premise that Pittsburg State University should have Channel 210 to serve the public interest. It took most of April to prepare the engineering study, have it checked by PSU attorneys in Washington, D.C., deal with various contingencies, and work through the options and decisions concerning them.

Toward the end of April, 1986, contact was made with Santa Fe Community College which had had a channel conflict with the University of New Mexico, Albuquerque. They had planned a similar proceeding as PSU but ultimately were able to resolve the conflict favorably.

Late in April, the Washington attorney advised Dr. Smoot to reopen discussions with John Graves in Texas to attempt to purchase station KJWR-FM as the filing of the application on the basis of the Order To Show Cause would be a long, drawn-out process. The best legal opinion was that Pittsburg State University had a strong case and would very likely win but the time involved might take up to two years. There was such a limited public understanding already of the complexitites of establishing a radio station, especially under the difficult circumstances facing the University, that a lengthy delay would be untenable.

On April 30, 1986, conversations were opened with John Graves of Bay City, Texas. While he talked as if he owned station KJWR-FM, he had no legal status in the Weir Educational Broadcasting Foundation. The three trustees of the Foundation were still legally responsible with Walter Dale as chairman. John Graves, a minister, also had experience as a businessman. He seemed genuinely interested in the University's educational mission and desire to

operate a 100,000-watt radio station. While he planned to increase the power of KJWR-FM, he had no idea of expanding it to 100,000 watts. He felt the 10,000 watts available on Channel 201 would fit their needs. He felt the figure of $40,000, that had been mentioned earlier was too low; Dr. Smoot then offered him $45,000. He said he would think it over and that Vice-President Smoot could call him back on Monday, May 5. The following Monday, John Graves said that he had not reached a decision and that he would get back in touch in a few days. That sounded like a repeat of the similar conversation with Walter Dale in November and December of 1985 that ended in the University being ignored.

At this point the University administration decided to file the application with the FCC on Channel 210 along with the Order to Show Cause. The application was filed on May 6, 1986. Late that evening, John Graves called Dr. Smoot and President Wilson because a reporter had called him for an interview and he was upset. The news coverage suggested that PSU had "jumped the gun" and also had "crossed signals" regarding the actions taken. Nothing could have been farther from the truth. John Graves demonstrated that he wanted to talk further, and he was invited to come to Pittsburg at University expense to discuss the matter. He came to Pittsburg on May 22 and met with President Wilson and Vice-President Smoot as well as engineer Larry Waggoner. The result of these conversations reassured University officials that Mr. Graves would work with them to reach a solution.

Discussion about purchasing station KJWR-FM continued into June. On June 16, 1986, Mr. Graves said that he and others owed $59,605 on the station when he took it over in December, 1985. He claimed subsequent investment in the station as well as other asset value. Dr. Smoot offered him $65,000 for the station on June 16, and also agreed to move the KJWR-FM studio to PSU's tower site, provide tower space for KJWR-FM to broadcast on Channel 201, and pay the costs to bring them to 10,000 watts on Channel 201. Mr. Graves said he would consider it and call back. He implied that it would take $100,000 to buy the station which consisted of a small building to house the studios (valued at about $2,000), an old transmitter, a rickety tower, and a few other odds and ends. The station's broadcasting operation consisted of satellite programming with no personnel at the site. Mr. Graves did not call back. Early in June, PSU had filed a motion to hold in abeyance for three weeks the Order to Show Cause while discussion with Mr. Graves proceeded. This motion ended later in June and the Order was reinstated.

A continuing chapter in the KJWR-FM saga occurred on July 26, 1986. John Graves called Dr. Smoot and offered to swap KJWR-FM for some houses that Phillips Petroleum Company,

Bartlesville, Oklahoma, owned and were selling cheaply near Bay City, Texas. Such a deal would depend on whether Phillips would be willing to donate them to PSU. Contacts were made with Phillips officials but no resolution of the matter was achieved by the end of August, 1986. This proposal would seem to indicate that KJWR-FM was available to the highest possible bidder and that it was not necessarily in the long-term interest of the present owners to expand its operation through additional investment.

(12). An interesting interlude in the PSU radio story was some discussion of the possibility of the University constructing a 1200-foot tower and renting antenna space to commercial radio stations and two-way radio operations. An investment of $350,000 could possibly realize an income of $60,000 to $70,000 a year. The Pittsburg State University Foundation trustees authorized the Executive Committee on July 2, 1986, to proceed with studying the possibility of the venture. Nothing concrete, however, was decided about the prospect during the summer of 1986.

(13). Because of all of the obvious difficulties in filing on Channel 210, it was decided to explore other options with Channel 201. Preliminary engineering studies indicated that a tower site in the vicinity of Girard might permit a 50,000-watt station to be constructed. Several engineering problems were encountered including one with the Channel 6 television station, KOTV, in Tulsa, Oklahoma, and a potential problem with a Kansas station. Several visits were made to Girard to inspect properties. One tract of land just a mile west of Girard, Kansas, turned out to be an ideal site that would solve the Channel 6 television interference problem and permit a station to operate on Channel 201 at 72,000 watts. Negotiations were entered into to purchase the land at a reasonable price. The owners would not reduce their asking price which forced the University to offer $1500 an acre for about ten acres of land fronting on Highway 57. An option was arranged on August 19, 1986, with respect to purchasing the land.

During the month of July, the engineering studies were completed and reviewed by the Washington attorneys. The attorneys encountered difficulties with the engineering studies as they related to the Channel 6 television interference problem and additional work had to be done on that problem. Finally, a second application was filed with the FCC by the University on Thursday, August 14, 1986, for a permit to construct a radio station utilizing Channel 201 at an effective radiated power of 72,000 watts.

(14). Meanwhile, Vice-President Smoot met with members of the Kansas Public Radio Broadcasters Association in Hutchinson, Kansas, on May 29, 1986. The group pledged their support for KRPS-FM, especially with the Kansas Public

Broadcasting Commission. Several positive benefits resulted from this meeting. First, the meeting was held at the studios of KHCC-FM in a former residence hall similar to the site of PSU's proposed studios in Shirk Hall. The studios are an excellent model for the construction of PSU's studios. Second, the KHCC-FM manager, David Horning, accepted PSU's invitation to serve as a consultant in station planning. Third, David Horning recommended Mrs. Mary Dinota, a Washington, D.C. consultant, to work with PSU in securing a construction grant from the National Telecommunications Information Administration's Public Telecommunications Facilities Program (PTFP). She accepted PSU's invitation to serve as the consultant on the project on June 2, 1986. During the summer, Vice-President Smoot began working with David Horning on a studio design for space in Shirk Hall. He came to campus for a visit and after further conferences submitted a proposal in December, 1986, for the development of the studios for the radio station.

(15). Work was begun on the grant proposal for funding from the Public Telecommunications Facilities Program during the summer of 1986. Mary Dinota, the consultant who had retired as an active staff member at PTFP, came to Pittsburg State University on September 25 and 26, 1986, to work with Vice-President Smoot in developing the proposal, designing several studies to be incorporated in the proposal, and giving expert advice as to how to write the proposal. This work continued through January, 1987. Mary Dinota returned to Pittsburg on February 16, 1987, to review the University's proposal application and offer other suggestions to improve its quality as a request for major funding. The grant proposal was filed at mid-March, 1987, on the basis of constructing the station utilizing Channel 201 with the tower site at Girard, Kansas.

During the 1986-1987 year, various contacts were made with Kansas legislators and legislative committees with respect to a matching grant for the radio station. The PTFP grant would only fund a maximum of 75% of the tower and equipment costs. Sufficient support, however, could not be secured in the legislature to obtain state matching funds.

(16). About the time that Pittsburg State University filed its application in August, 1986, for a construction permit utilizing Channel 201 at 72,000 watts, Missouri Southern State College, Joplin, Missouri, filed an application unknown to PSU for an increase in power from 6,000 watts to 10,000 watts on Channel 204. Larry Waggoner, consulting engineer, prepared the PSU request for 72,000 watts based on the existing MSSC 6,000-watt station and had allowed for little buffer between the 201 and 204 channels. The MSSC request came into immediate conflict with PSU's 201 filing. These applications lay on a Federal Communication Commission

desk for a couple of months before PSU discovered the problem. Larry Waggoner suggested that PSU could lower its power request on Channel 201 to 60,000 and solve the conflict problem. Meanwhile, MSSC did not discover the situation until March, 1987. Several contacts were made between Vice-President Smoot and Morris Sweet, MSSC's engineer, in March, 1987. Because of the negotiations that had surfaced regarding KJWR-FM and its possible purchase, Pittsburg State decided to delay further negotiations with MSSC regarding the conflicting applications on Channels 201 and 204.

(17). In early March, 1987, Vice-President Smoot determined to try once more to confer with John Graves of Bay City, Texas, about KJWR-FM. The station had gone silent in December, 1986, and was put back on the air shortly after the first of the year and went down again soon afterwards. A series of telephone conversations were held, and those connected with KJWR-FM could see that they were about to lose the station and also lose Pittsburg State University as a potential station purchaser. Because of this leverage, Vice-president Smoot offered John Graves $50,000 and he agreed to accept it. Negotiations with lawyers in Pittsburg and Washington, D.C., for the purchase of the station took place in March and April and a contract was drafted and signed in April 27, 1987.

On May 14, 1987, an application was filed with the Federal Communication Commission to transfer the license of KJWR-FM from Weir Educational Broadcasting Foundation to Pittsburg State University. On May 22 an application was filed with the FCC to increase the power of KJWR-FM from 380 watts to 100,000 watts, and a request was made to change the call letters of the station to KRPS-FM. Also, on May 22, 1987, PSU applications on Channel 210 with the Order to Show Cause and Channel 201 were withdrawn from the Federal Communication Commission. Late in June, 1987, the FCC approved the transfer of the KJWR-FM license from Weir Educational Broadcasting Foundation to Pittsburg State University. The request for the increase in power was granted in August, 1987.

(18). The acquisition of full rights to Channel 210 with its potential for a 100,000-watt station naturally changed the thinking about the tower site and location. A tower site in southern Crawford County would give better coverage of the populated area in Southwest Missouri, Northwest Arkansas, and Northeast Oklahoma in addition to Southeast Kansas. Dr. William Reals had once offered a tract of land two miles west of Weir for a tower site. It was ideal for the new situation. Accordingly, a request was made in May, 1987, with the Federal Aviation Administration to secure approval to construct a 1054-foot tower on the site two miles west of Weir on Highway 103. That request took longer

than most to process because of vacation times of the FAA inspectors and a larger than usual number of applications before the FAA. The proposal was put on public notice on July 21, 1987, with a cut-off date of August 20, 1987. The request was granted by the FAA on September 28, 1987. Dr. William Reals was made aware of the University's need of the land in July, 1987, and graciously offered it as a gift to the University.

All of these developments finally gave KRPS-FM all the necessary components to become a major public radio station in the four-state region and indeed in the entire United States. The potential coverage includes a radius for about 80 miles from Pittsburg, Kansas. In that area, the population provides a suitable market to support public radio effectively. The distribution of that market with respect to residence in states and potential listening areas is as follows.

State	First Class Coverage 1 Milovolt	Secondary Coverage Listenable	Totals
KANSAS	126,280	40,000	166,280
OKLAHOMA	37,495	20,000	57,495
MISSOURI	148,457	47,500	195,957
ARKANSAS		10,000	10,000
	312,232	117,500	429,732

(19). The National Telecommunciations Information Administration's program to fund new public radio stations is called the Public Telecommunciations Facilities Program. Vice-President Smoot had first conferred with Richard Harland, program officer for the plains states, at a breakfast arranged by David Horning in Wichita in the summer of 1986. Mr. Harland was not so encouraging about a grant at that time because of all the difficulties the University was experiencing with respect to locating a suitable broadcast frequency. The opportunity to meet him, however, turned out to be fortuitous. Dr. Smoot proceeded to prepare a grant application with the help of the expert advice of Mary Dinota. On March 10, 1987, Vice-President Smoot called Richard Harland to let him know that the University's grant application was being mailed to meet the March 17, 1987, deadline. The basis for the grant application was on the FCC Channel 201 (72,000 watts) filing. Dr. Smoot advised Dick Harland of the new, recent developments with regard to purchasing KJWR-FM and acquiring rights to Channel 210 and the Weir Educational Broadcasting Foundation. This interested him immediately. He suggested that Dr. Smoot write a letter making a statement about the possible acquisition of Channel 210 and include it with the University's application. The next few days brought a flurry of activities. Pittsburg State University filed an

addendum to the grant application using Channel 201 that was essentially a new grant application utilizing Channel 210 to construct the University's radio station. The grant request included provision for a 1054-foot tower which would enable KRPS-FM to reach widely into the four-state area with a population of almost a half million people in the potential listening audience. This new application increased the total funds requested from $393,223 to $675,974 with the possibility of a 75% grant total if an award was made.

In May and June, 1987, the coordination of the details of the grant process with the two applications before the FCC to transfer the license of KJWR-FM to Pittsburg State University and increase the power from 380 watts to 100,000 watts continued the complicated maneuverings that had been a part of the process from the inception of the project. Legal questions as to whether the FCC would permit the station to remain silent more than 60 days and treat the license transfer as a "construction permit" had to be resolved by University attorneys with individuals in the FCC and the NTIA. On June 29, 1987, the FCC announced approval of the license transfer which gave Pittsburg State University the radio station it had sought for so long, silent though it was.

On May 22, 1987, Pittsburg State University had requested that the FCC approve the change of the call letters of KJWR to KRPS. The letters had been selected after Vice-President Smoot conducted a study of suitable call letters acceptable to the University and suggested Radio Pitt State (KRPS) which subsequently received the widest support in the University. On September 4, 1987, the FCC approved the change in the call letters to KRPS.

Early in July, Richard Harland called Vice-President Smoot to inform him that the grant application had made the PTFP first-round consideration and that the next phase was to negotiate the size of the grant. This took several days with conversations between the PTFP consulting engineer and Larry Waggoner, PSU's consulting engineer. Mr. Harland at first said that because of limited grant funds available and the size of PSU's request, the best that PTFP could do was a 50-50 match. After a week of discussions with Mr. Harland, an appeal to Dennis Connors, Acting Director of PTFP, and extensive engineering analyses, Dr. Smoot agreed to revise the University grant application making a request for total funds of $603,918 with a 70-30 match which would mean a grant total of $422,742. A revised grant application (the third) was submitted on July 14, 1987. Happily, that grant was awarded to Pittsburg State University on September 9, 1987. It was the largest grant ever made to a public radio station by the PTFP program.

(20). With all the approvals secured through the FCC and the FAA for KRPS-FM 90 (Channel 210), contruction of the studios, purchase of equipment, erection of the main tower, studio tower, and satellite dish could proceed. Also, construction of the transmission house at the tower site could also proceed. David Horning of KHCC had supplied a proposal for studios to Dr. Smoot in December, 1986. On two different occasions, Dr. Smoot had sent Gary Carlat, University architect, to Hutchinson, Kansas, to see the studios at KHCC and confer with David Horning. Dr. Smoot conferred with members of the Kansas Broadcasters Association at their August meeting in Lawrence, Kansas, about studio layout. He also visited the studios at KWIT, Sioux Falls, Iowa, on August 28, 1987, and conferred with the staff there about the KRPS studios. At a meeting of the public radio station managers at Branson, Missouri, Dr. Smoot invited Gary Carlat, University architect, to meet with him on Monday, September 14, 1987, and two general managers, Howard Hill of KANU and Frank Baker of KWIT, to review architectural plans for KRPS. Finally, preliminary planning for the studios was completed, presented to President Donald W. Wilson, and his approval secured on September 22, 1987, to complete the architectural plans.

(21). On September 28, 1987, Larry Waggoner came to Pittsburg to meet with Dr. Smoot, Gary Carlat, and Clifford Beougher, Vice-President for Finance, to review the engineering planning. At that meeting, they prepared the following construction schedule as a feasible plan for getting KRPS on the air. This simple schedule of the main dates does not include the myriad of detailed tasks to be completed within each large task. Gary Carlat adjusted the schedule by extending the completion date from March 30 to April 15, 1988.

<u>1988</u>

April	15*	Testing completed. On the air.
April	15*	Studio and transmission equipment installed
March	1*	Main tower, studio tower, satellite dish installed
April	1*	Studio construction completed
March	1	Staff hired
February	15	Equipment delivered

1987

December	15	Contracts let
December	15	Transmitter building construction completed
November	15	Bidding completed
November	1	Construction begun on Transmitter building
November	15	General Manager hired
October	30	Studio area made ready for construction
October	9	Bidding specifications sent to state
October	7	Transmitter building planning completed
October	7	Bidding specifications completed
September	28	Meeting to finalize engineering planning
September	22	Preliminary studio and office planning approved

This schedule would permit KRPS to be broadcasting for two weeks before the May 1, 1988 deadline when a request must be made to the Corporation for Public Broadcasting for an operating grant effective on September 1, 1988.

(22). On September 22, the first advertisement was made for the General Manager of KRPS-FM 90 in Current. The University advertised for the position in the National Public Radio Listing, Broadcasters Management Journal, and the Tulsa, Oklahoma, and Kansas City, Missouri, Sunday newspaper classified advertisting sections. In addition, flyers were sent out to all public radio stations in the surrounding states. The cut-off date for receipt of applications was set at October 16, 1987. Dr. Smoot chaired the search committee which included Clifford Beougher, Mary Elliot James, Harold Loy, and Richard Welty as members. November 1, 1987, was set as the preferred date for the appointment of the General Manager. The committee met on October 5 and again on October 20 to make the selection of candidates to be invited to campus for an interview.

(23). Planning for the funding for the construction of the University's radio station occupied considerable time, thought, planning, and work while all of the preceding developments took place. The Pittsburg State University Foundation accepted the challenge of the radio station as a special project. From its inception, the project has had the interest and support of the Board of Trustees of the

Foundation. The start-up funding secured in late 1984 provided the initial finances to pay the legal and engineering consulting fees related to all of the efforts in securing a suitable frequency. The Foundation made the radio station a project for three Annual Fund drives. Other unrestricted funds were assigned to the station.

By the summer of 1987, the construction and first year operating costs could be more accurately estimated. The negotiated cost of equipment and tower construction with the Public Telecommunications Facilities Program established a firm figure for that expense. Studio renovation costs were estimated with the inclusion of $50,000 of University labor provided by the plant service staff. The start-up costs of purchasing KJWR and all other related engineering and legal fees also could be calculated rather accurately. In the PTFP grant proposal, the first year's operating budget was estimated to be $150,000, which is the minimum amount to qualify for Corporation for Public Broadcasting funding. The total funding needed to put KRPS on the air and operate the station during the first year comes to the total of $1,028,918 as outlined below.

$ 603,918	Tower Construction And Equipment Costs
175,000	Renovation Of Shirk Hall For Studios
100,000	Start-up Costs Of Purchasing KJWR-FM (includes engineering and legal costs)
150,000	KRPS-FM Operating Budget For First Year
$1,028,918	Total Costs

Fortunately, the University has been able to raise a sizable amount of the $1,028,918 by October 1, 1987. Funds in hand include the following amounts.

$ 220,000	Pittsburg State University Foundation
50,000	Pittsburg State University
422,742	Public Telecommunications Facilities Program
$ 692,742	Total Raised To Date

The above statement of $692,742 in available funds as of October 1, 1987, indicates that the Pittsburg State University Foundation has the following funding need for KRPS-FM.

$1,028,918	KRPS-FM Costs To Begin Broadcasting
692,742	Funds Raised (cash, pledges, grants)
$ 336,176	Funds To Raise To Begin Broadcasting
1,000,000	Permanent Endowment Fund To Help Operate KRPS-FM
$1,836,176	Total Funds Needed

The Permanent Endowment Fund is being established through planned giving and other challenge grants. Actual cash needed to complete the funding plan is $336,176, as of October 1, 1987.

On September 23, 1987, the first meeting of the KRPS-FM Development Committee convened. The membership of the committee represents a rather wide geographical area in the four-state region covered by the broadcast signal. The committee has taken the challenge to assist the Foundation in completing the funding needs for the station. The committee membership is as follows.

George Nettles, Chairman	Pittsburg, Kansas
Marvin Cinotto	Parsons, Kansas
Dick Cooper	Columbus, Kansas
Frankie Dunnick	Fort Scott,Kansas
Gordon Elliott	Pittsburg, Kansas
Dave Freeman	Fort Scott, Kansas
Roger Gladden	Joplin, Missouri
Bill Harsch	Miami, Oklahoma
Carol Smith	Iola, Kansas
Dick Trammel	Rogers, Arkansas
Jay Westervelt	Parsons, Kansas
Wendell Wilkinson	Pittsburg, Kansas

October 11, 1987

APPENDIX X

PITTSBURG STATE UNIVERSITY
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October, 1987

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